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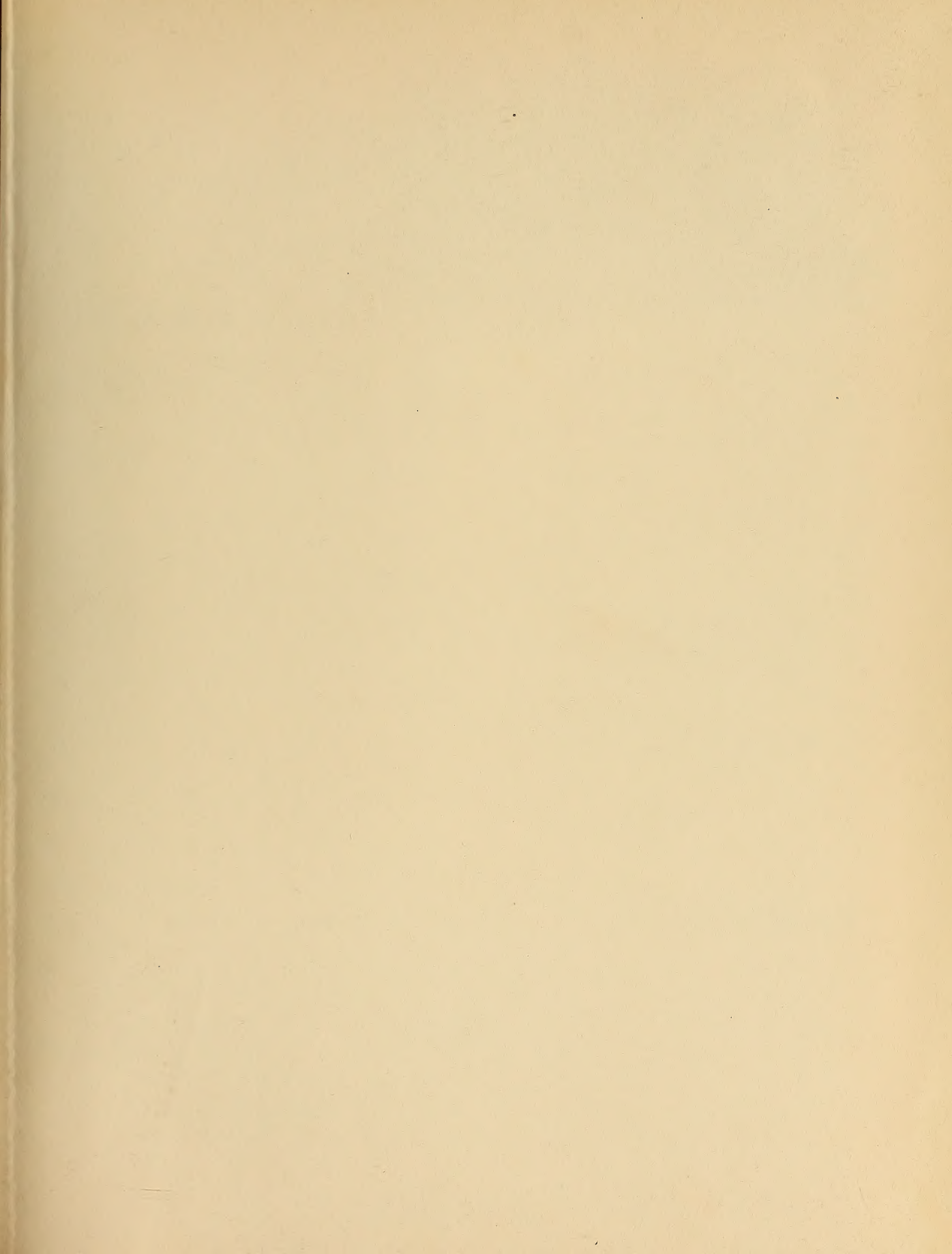
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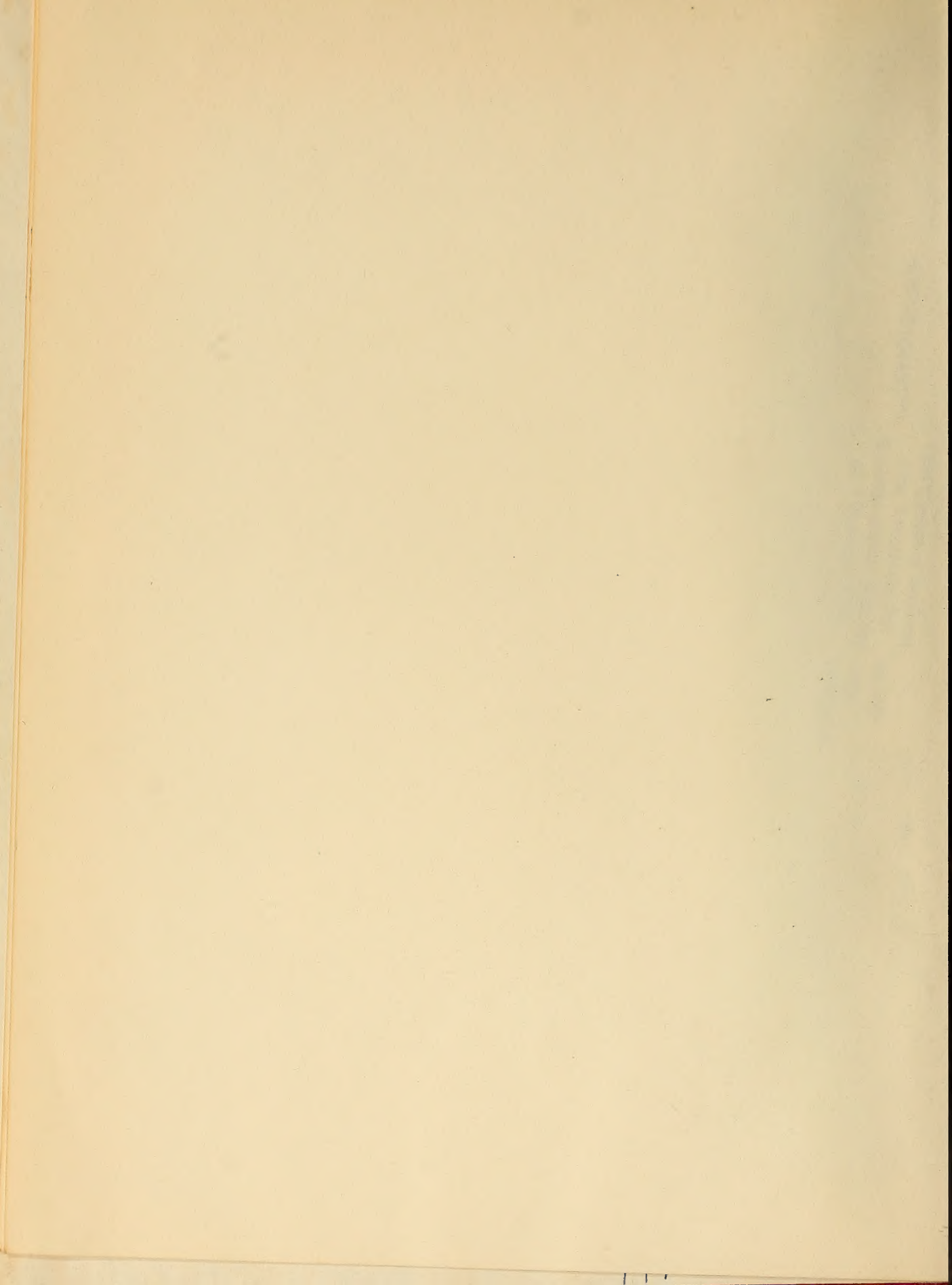
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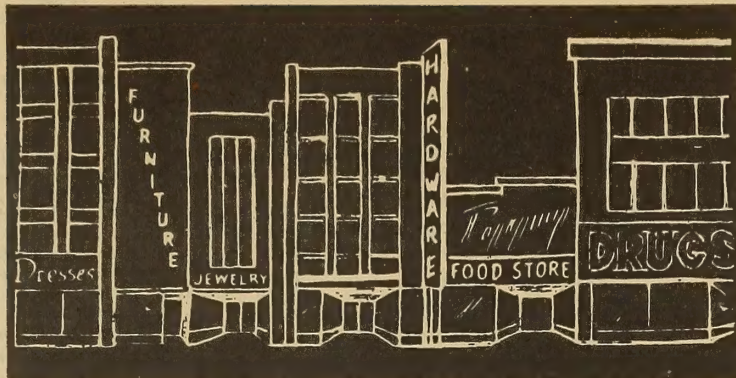
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CENTRAL BUSINESS DISTRICT STATISTICS

Mobile, Ala., Area

1958
Census
of
Business

U. S. DEPARTMENT OF COMMERCE

Frederick H. Mueller, Secretary

Carl F. Oechsle, Asst. Secy. for Domestic Affairs

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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Mobile, Ala., Area—BC58-CBD49

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

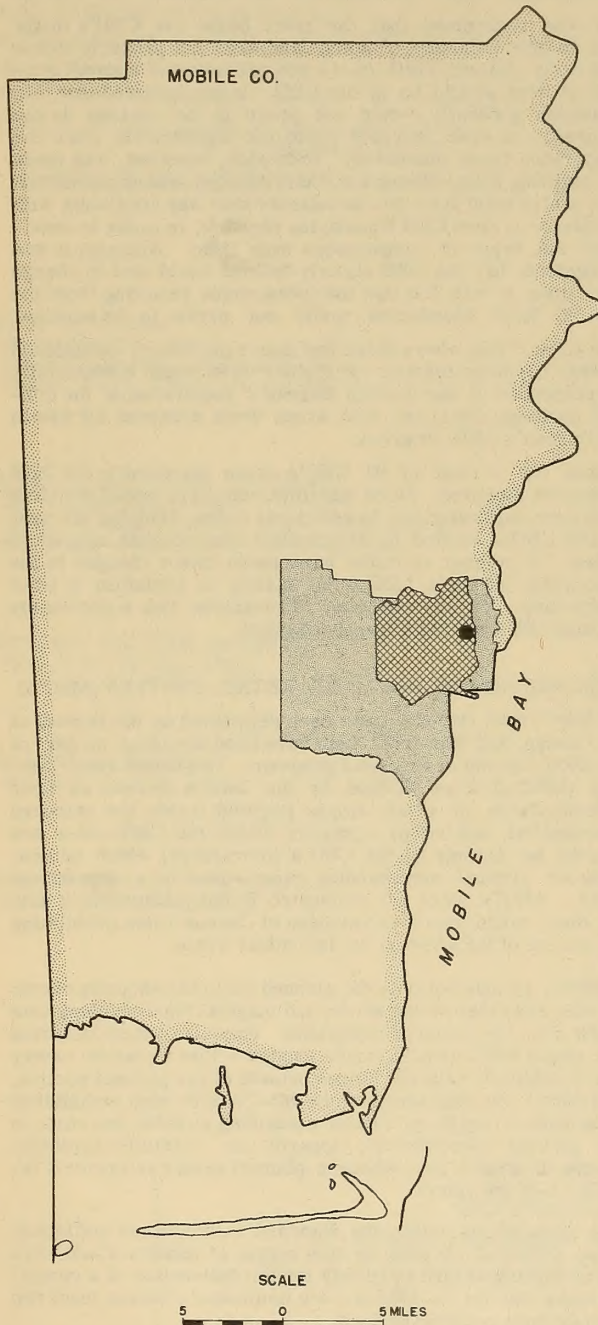
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

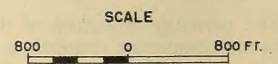
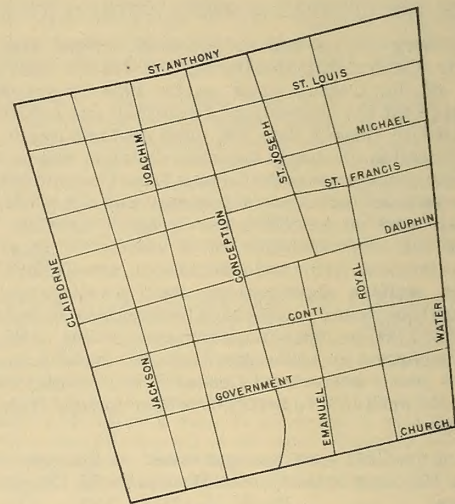
For explanation of procedures and definitions, see Appendix.

MOBILE, ALABAMA

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



*CONSIST OF TRACT 1

- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1954
- ▨ ANNEXATIONS THROUGH 1958
- ▨ STANDARD METROPOLITAN STATISTICAL AREA

DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF MOBILE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	225	72,455	10,838	3,914	3,403	247	68,692	9,412
52	Lumber, building materials, hardware, farm equipment dealers.....	5	1,048	130	39	38	6	1,301	141
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
52 ex. 5251	Other.....	3	(D)	(D)	(D)	(D)	4	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	13	27,724	4,376	1,511	1,202	11	22,301	3,491
531	Department stores.....	3	22,077	3,479	1,034	857	3	16,173	2,554
533	Limited price variety stores.....	4	4,770	758	432	307	4	5,281	777
539	Other general merchandise stores.....	6	877	139	45	38	4	847	160
54	Food stores.....	5	280	24	20	16	6	240	22
55 ex. 554	Automotive dealers.....	6	7,344	669	133	106	10	11,876	1,057
554	Gasoline service stations.....	4	289	33	8	8	9	549	79
56	Apparel, accessory stores.....	67	14,001	1,959	723	625	80	13,943	1,784
561, 567	Men's, boys' apparel stores, custom tailors ⁴	17	3,029	501	136	123	15	2,953	(D)
562, 563, 568	Women's clothing, specialty stores....	18	4,811	551	250	220	25	4,519	545
562	Ready-to-wear stores ⁵	14	4,577	524	237	207	15	4,009	463
565	Family clothing stores ⁵	12	3,198	533	209	186	15	3,179	422
566	Shoe stores.....	18	(D)	(D)	(D)	(D)	21	3,075	396
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	15	6,196	1,029	288	280	13	4,001	610
5712	Furniture stores ⁴	4	(D)	(D)	(D)	(D)	5	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	1	(D)	(D)	(D)	(D)	1	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	10	2,971	515	133	129	7	1,155	148
58	Eating, drinking places.....	52	4,486	1,159	639	599	49	4,599	1,074
5812	Eating places.....	41	3,715	1,044	559	519	34	3,854	991
5813	Drinking places.....	11	771	115	80	80	15	745	83
591	Drug stores, proprietary stores.....	9	2,892	510	228	225	9	2,590	340
59 ex. 591	Other retail stores ⁶	49	8,195	949	325	304	54	7,292	814
592	Liquor stores.....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
594	Book, stationery stores.....	4	1,077	215	53	53	7	(D)	(D)
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	3	353	32
597	Jewelry stores.....	14	3,044	522	193	181	18	2,819	464
5992	Florists.....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
5996	Camera, photographic supply stores....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	8	1,920	729	536	536	8	2,109	713
783	Motion picture theaters.....	4	(D)	(D)	(D)	(D)	3	860	142

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$219,000 of which \$164,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF MOBILE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES								
	Retail stores, total ²	1,327	233,420	25,772	10,002	8,760	1,319	181,350	19,625
52	Lumber, building materials, hardware, farm equipment dealers.....	60	18,463	2,146	591	558	47	9,941	1,201
5251	Hardware stores.....	28	2,539	207	84	73	21	(D)	(D)
52 ex. 5251	Other.....	32	15,924	1,939	507	485	26	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	48	30,784	4,696	1,680	1,333	34	23,575	3,582
531	Department stores.....	3	22,077	3,479	1,034	857	3	16,173	2,554
533	Limited price variety stores.....	18	5,860	900	527	376	8	5,608	798
539	Other general merchandise stores.....	23	2,701	317	119	100	21	1,726	230
54	Food stores.....	273	56,566	3,191	1,429	1,044	319	39,939	2,192
55 ex. 554	Automotive dealers.....	70	42,626	3,818	949	899	70	37,154	3,499
554	Gasoline service stations.....	182	13,329	1,125	529	487	125	8,111	764
56	Apparel, accessory stores.....	113	17,338	2,305	920	787	124	15,906	1,949
561, 567	Men's, boys' apparel stores, custom tailors.....	25	3,302	531	148	132	23	3,405	383
562, 563, 568	Women's clothing, specialty stores....	34	5,887	666	316	273	45	5,213	604
562	Ready-to-wear stores ²	29	5,607	(D)	(D)	(D)	26	4,487	504
565	Family clothing stores ⁵	20	4,661	682	305	266	20	3,806	481
566	Shoe stores.....	27	3,276	408	141	107	26	3,196	408
564, 569	Other apparel stores.....	3	192	18	10	9	4	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	81	13,068	2,005	593	574	90	11,479	1,702
5712	Furniture stores ⁴	37	(D)	(D)	(D)	(D)	35	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	5	(D)	(D)	(D)	(D)	6	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	39	5,459	810	236	230	39	4,784	682
58	Eating, drinking places.....	268	13,445	2,978	1,853	1,719	276	11,251	2,075
5812	Eating places.....	192	10,965	2,676	1,615	1,496	166	8,055	1,733
5813	Drinking places.....	76	2,480	302	238	223	110	3,196	342
591	Drug stores, proprietary stores.....	65	10,236	1,491	721	671	66	8,867	1,103
59 ex. 591	Other retail stores ⁶	167	17,565	2,017	737	688	168	15,127	1,558
592	Liquor stores.....	12	6,676	204	61	61	10	(D)	(D)
594	Book, stationery stores.....	4	1,089	215	53	53	9	827	157
595	Sporting goods, bicycle stores.....	9	670	101	35	32	9	(D)	(D)
597	Jewelry stores.....	19	3,474	602	225	206	22	3,053	493
5992	Florists.....	23	967	188	88	78	22	774	160
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	1	(D)	(D)
	SELECTED SERVICE TRADES								
7011, 7012	Hotels.....	11	(D)	(D)	(D)	(D)	11	(D)	(D)
783	Motion picture theaters.....	14	(D)	(D)	(D)	(D)	13	1,306	259

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
MOBILE STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,057	293,259	30,817	12,244	10,720	1,939	233,273	23,603
52	Lumber, building materials, hardware, farm equipment dealers.....	96	23,513	2,678	752	713	73	12,984	1,504
5251	Hardware stores.....	41	3,863	339	129	118	31	2,877	285
52 ex. 5251	Other.....	55	19,650	2,339	623	595	42	10,107	1,219
53 part ²	General merchandise group stores ^{2 3}	98	34,875	5,052	1,887	1,488	86	28,290	4,055
531	Department stores.....	3	22,077	3,479	1,034	857	3	16,173	2,554
533	Limited price variety stores.....	23	7,432	1,126	659	466	11	6,483	913
539	Other general merchandise stores.....	42	(D)	(D)	(D)	(D)	70	5,566	588
54	Food stores.....	490	73,826	4,033	1,837	1,368	556	60,282	3,089
55 ex. 554	Automotive dealers.....	104	50,598	4,484	1,125	1,062	89	44,760	4,081
554	Gasoline service stations.....	331	21,340	1,707	792	738	231	13,757	1,130
56	Apparel, accessory stores.....	145	22,489	2,822	1,194	989	141	17,557	2,089
561, 567	Men's, boys' apparel stores, custom tailors ⁴	30	3,599	570	161	143	23	3,405	383
562, 563, 568	Women's clothing, specialty stores....	41	6,990	776	383	328	50	5,695	643
562	Ready-to-wear stores ⁵	35	6,625	739	365	310	31	4,969	543
565	Family clothing stores ⁵	31	7,506	953	452	362	27	4,600	547
566	Shoe stores.....	35	4,035	496	182	141	29	3,565	443
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	6	188	73
57	Furniture, home furnishings, equipment stores.....	113	16,498	2,486	735	714	116	13,308	1,953
5712	Furniture stores ⁴	51	8,249	1,298	370	363	48	6,773	1,042
5713-15, 19	Other home furnishings stores ⁴	9	1,789	252	100	92	8	1,231	173
572, 573	Household appliance, radio, TV, music stores.....	53	6,460	936	265	259	50	5,222	738
58	Eating, drinking places.....	375	16,338	3,385	2,175	2,014	354	13,923	2,511
5812	Eating places.....	275	12,905	2,988	1,860	1,719	219	9,949	2,095
5813	Drinking places.....	100	3,433	397	315	295	135	3,974	416
591	Drug stores, proprietary stores.....	86	12,684	1,786	865	809	92	10,871	1,352
59 ex. 591	Other retail stores ⁶	219	21,098	2,384	882	825	201	17,541	1,839
592	Liquor stores.....	17	(D)	(D)	(D)	(D)	12	6,034	198
594	Book, stationery stores.....	4	1,089	215	53	53	9	834	160
595	Sporting goods, bicycle stores.....	13	1,146	137	52	47	11	848	96
597	Jewelry stores.....	24	3,720	632	238	219	29	3,753	605
5992	Florists.....	26	1,033	198	94	84	22	774	160
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	1	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	13	2,123	827	594	594	12	2,129	714
783	Motion picture theaters.....	19	(D)	(D)	(D)	(D)	19	1,937	392

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF MOBILE, THE ENTIRE CITY, AND MOBILE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	5.5	28.7	42.9	25.7	34.2
52	Lumber, building materials, hardware, farm equipment dealers.....	-19.5	85.7	101.6	81.1	92.3
5251	Hardware stores.....	(D)	(D)	(D)	34.3	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	94.4	(D)
53 part ²	General merchandise group stores ² ³	24.3	30.6	140.2	23.3	19.4
531	Department stores.....	36.5	36.5	(NA)	36.5	(NA)
533	Limited price variety stores.....	-9.7	4.5	233.3	14.6	121.5
539	Other general merchandise stores.....	3.5	56.5	107.5	(D)	(D)
54	Food stores.....	16.7	41.6	41.8	22.5	22.5
55 ex. 554	Automotive dealers.....	-38.2	14.7	39.6	13.0	31.5
554	Gasoline service stations.....	-47.4	64.3	72.4	55.1	59.4
56	Apparel, accessory stores.....	0.4	9.0	70.0	28.1	134.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.6	-3.0	-39.6	5.7	26.1
562, 563, 568	Women's clothing, specialty stores.....	6.5	12.9	55.0	22.7	85.3
562	Ready-to-wear stores ⁵	14.2	25.0	115.4	33.3	113.3
565	Family clothing stores ⁵	0.6	22.5	133.3	63.2	203.2
566	Shoe stores.....	(D)	2.5	(D)	13.2	(D)
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	54.9	13.8	-8.1	24.0	10.7
5712	Furniture stores ⁴	(D)	(D)	(D)	21.8	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	45.3	(D)
572, 573	Household appliance, radio, TV, music stores.....	157.2	14.1	-31.4	23.7	-14.2
58	Eating, drinking places.....	-2.5	19.5	34.8	17.3	27.1
5812	Eating places.....	-3.6	36.1	72.6	29.7	50.8
5813	Drinking places.....	3.5	-22.4	-30.3	-13.6	-17.6
591	Drug stores, proprietary stores.....	11.7	15.4	17.0	16.7	18.2
59 ex. 591	Other retail stores ⁶	12.4	16.1	19.6	20.3	25.9
592	Liquor stores.....	(D)	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	(D)	31.7	(D)	30.6	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	35.1	(D)
597	Jewelry stores.....	8.0	13.8	83.8	-0.9	-27.6
5992	Florists.....	(D)	24.9	(D)	33.5	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	-9.0	(D)	(D)	-0.3	915.0
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MOBILE AND OF MOBILE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	31.0	37.9	24.7	29.4
52	Lumber, building materials, hardware, farm equipment dealers...	5.7	13.1	4.5	10.0
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	90.1	94.6	79.5	78.8
531	Department stores.....	100.0	100.0	100.0	100.0
533	Limited price variety stores.....	81.4	94.2	64.2	81.5
539	Other general merchandise stores.....	32.5	49.1	(D)	15.2
54	Food stores.....	0.5	0.6	0.4	0.4
55 ex. 554	Automotive dealers.....	17.2	32.0	14.5	26.5
554	Gasoline service stations.....	2.2	6.8	1.4	4.0
56	Apparel, accessory stores.....	80.8	87.7	62.3	79.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	91.7	86.7	84.2	86.7
562, 563, 568	Women's clothing, specialty stores.....	81.7	86.7	68.8	79.4
562	Ready-to-wear stores ⁵	81.6	89.3	69.1	80.7
565	Family clothing stores ⁵	68.6	83.5	42.6	69.1
566	Shoe stores.....	(D)	96.8	(D)	86.3
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	47.4	34.9	37.6	30.1
5712	Furniture stores ⁴	(D)	(D)	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	54.4	24.1	46.0	22.1
58	Eating, drinking places.....	33.4	40.9	27.5	33.0
5812	Eating places.....	33.9	47.8	28.8	38.7
5813	Drinking places.....	31.1	23.3	22.5	18.7
591	Drug stores, proprietary stores.....	28.3	29.2	22.8	23.8
59 ex. 591	Other retail stores ⁶	46.7	48.2	38.8	41.6
592	Liquor stores.....	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	98.9	(D)	98.9	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	41.6
597	Jewelry stores.....	87.6	92.3	81.8	75.1
5992	Florists.....	(D)	(D)	(D)	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF MOBILE, THE ENTIRE CITY, AND MOBILE STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators.)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.4	1.9	7.9	5.5	8.0	5.6
5251	Hardware stores.....	(D)	(D)	1.1	(D)	1.3	(NA)
52 ex. 5251	Other.....	(D)	(D)	6.8	(D)	6.7	(NA)
53 part ²	General merchandise group stores ^{2 3}	38.4	32.5	13.2	13.0	11.9	12.1
531	Department stores.....	30.6	23.5	9.5	8.9	7.5	6.9
533	Limited price variety stores.....	6.6	7.7	2.5	3.1	2.5	2.8
539	Other general merchandise stores.....	1.2	1.2	1.2	1.0	(D)	2.4
54	Food stores.....	0.4	0.3	24.2	22.0	25.2	25.8
55 ex. 554	Automotive dealers.....	10.1	17.3	18.3	20.5	17.3	19.2
554	Gasoline service stations.....	0.4	0.8	5.7	4.5	7.3	5.9
56	Apparel, accessory stores.....	19.3	20.3	7.4	8.8	7.7	7.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.2	4.3	1.4	1.8	1.2	1.5
562, 563, 568	Women's clothing, specialty stores....	6.6	6.6	2.5	2.9	2.4	2.4
562	Ready-to-wear stores ⁵	6.3	5.8	2.4	2.5	2.3	2.1
565	Family clothing stores ⁵	4.4	4.6	2.0	2.1	2.6	1.9
566	Shoe Stores.....	(D)	4.5	1.4	1.7	1.4	1.5
564, 569	Other apparel stores.....	(D)	(D)	0.1	(D)	(D)	0.1
57	Furniture, home furnishings, equipment stores.....	8.6	5.8	5.6	6.3	5.6	5.7
5712	Furniture stores ⁴	(D)	(D)	(D)	(D)	2.8	2.9
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)	0.6	0.5
572, 573	Household appliance, radio, TV, music stores.....	4.1	1.7	2.3	2.6	2.2	2.2
58	Eating, drinking places.....	6.2	6.7	5.8	6.2	5.5	6.0
5812	Eating places.....	5.1	5.6	4.7	4.4	4.4	4.3
5813	Drinking places.....	1.1	1.1	1.1	1.8	1.2	1.7
591	Drug stores, proprietary stores.....	4.0	3.8	4.4	4.9	4.3	4.7
59 ex. 591	Other retail stores ⁶	11.3	10.6	7.5	8.4	7.2	7.5
592	Liquor stores.....	(D)	(D)	2.9	(D)	(D)	2.6
594	Book, stationery stores.....	1.5	(D)	0.5	0.5	0.4	0.4
595	Sporting goods, bicycle stores.....	(D)	0.5	0.3	(D)	0.4	0.4
597	Jewelry stores.....	4.3	4.1	1.5	1.7	1.3	1.6
5992	Florists.....	(D)	(D)	0.4	0.4	0.4	0.3
5996	Camera, photographic supply stores....	(D)	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).--Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).--Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).--Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).--Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).--Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).--Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).--Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).--Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).--Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

U. S. DEPARTMENT OF COMMERCE

Field Offices

All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

ALBUQUERQUE, NEW MEXICO Room 321, U. S. Post Office Bldg.	DETROIT 26, MICHIGAN Room 438, Federal Building	PHILADELPHIA 7, PENNSYLVANIA Jefferson Building 1015 Chestnut Street
ATLANTA 3, GEORGIA Room 604, Volunteer Building 66 Luckie Street, N. W.	GREENSBORO, NORTH CAROLINA Room 407 U. S. Post Office Building	PHOENIX, ARIZONA Room 419, Ellis Building 137 North Second Avenue
BOSTON 9, MASSACHUSETTS Room 232 U. S. Post Office and Courthouse	HOUSTON 2, TEXAS Room 610, Scanlan Building 405 Main Street	PITTSBURGH 22, PENNSYLVANIA Room 817, Fulton Building 107 Sixth Street
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For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

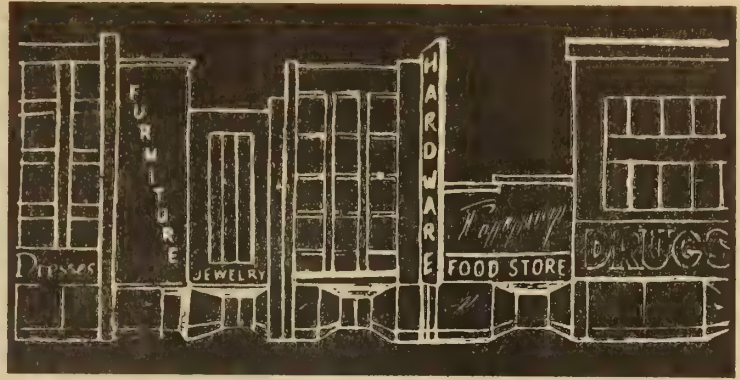
Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Montgomery, Ala., Area

1958 Census of Business



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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Montgomery, Ala., Area—BC58-CBD50

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

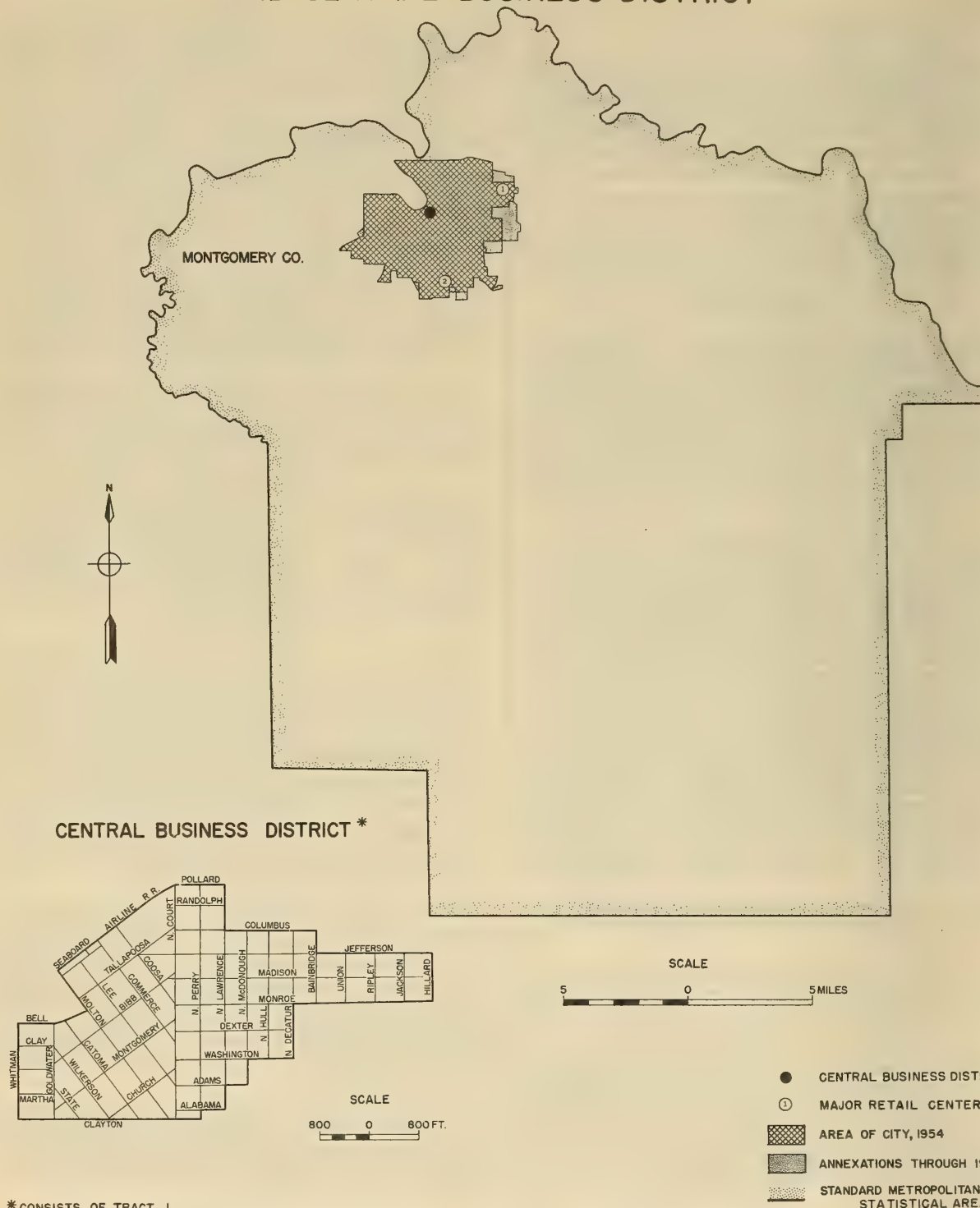
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

MONTGOMERY, ALABAMA

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



* CONSISTS OF TRACT 1

DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF MONTGOMERY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab-lish-ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	341	87,378	11,182	4,341	3,820	363	87,573	10,884
52	Lumber, building materials, hardware, farm equipment dealers.....	7	3,201	366	57	57	7	3,082	274
5251	Hardware stores.....	1	(D)	(D)	(D)	(D)	3	374	45
52 ex. 5251	Other.....	6	(D)	(D)	(D)	(D)	4	2,708	229
53 part ²	General merchandise group stores ^{2 3}	7	18,431	2,775	1,177	885	11	17,162	2,354
531	Department stores.....	4	(D)	(D)	(D)	(D)	4	(D)	(D)
533	Limited price variety stores.....	3	(D)	(D)	(D)	(D)	5	3,412	611
539	Other general merchandise stores.....	...	(D)	(D)	(D)	(D)	2	(D)	(D)
54	Food stores.....	17	5,260	327	133	87	23	6,538	480
55 ex. 554	Automotive dealers.....	33	22,733	2,242	689	681	34	23,821	2,493
554	Gasoline service stations.....	33	3,830	538	179	173	29	1,868	222
56	Apparel, accessory stores.....	63	10,969	1,430	618	529	87	11,188	1,575
561, 567	Men's, boys' apparel stores, custom tailors ⁴	15	(D)	(D)	(D)	(D)	1	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	15	4,236	543	260	224	28	4,241	698
562	Ready-to-wear stores ⁵	13	4,187	534	253	218	16	3,856	641
565	Family clothing stores ⁵	13	(D)	(D)	(D)	(D)	13	(D)	(D)
566	Shoe stores.....	18	(D)	(D)	(D)	(D)	22	2,198	283
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	8	673	73
57	Furniture, home furnishings, equipment stores.....	36	7,884	1,235	405	395	34	7,158	1,124
5712	Furniture stores ⁴	23	4,616	639	203	203	19	4,244	626
5713-15, 19	Other home furnishings stores ⁴	4	860	125	46	45	4	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	9	2,408	471	156	147	11	(D)	(D)
58	Eating, drinking places.....	67	3,751	825	573	539	60	4,320	807
5812	Eating places.....	59	3,480	788	536	507	50	3,933	753
5813	Drinking places.....	8	271	37	37	32	10	387	54
591	Drug stores, proprietary stores.....	13	1,669	227	102	87	18	2,355	344
59 ex. 591	Other retail stores ⁶	65	9,650	1,217	408	387	60	10,081	1,211
592	Liquor stores.....	3	2,654	114	33	33	3	4,061	116
594	Book, stationery stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
595	Sporting goods, bicycle stores.....	4	411	64	19	19	5	580	78
597	Jewelry stores.....	17	(D)	(D)	(D)	(D)	13	2,456	548
5992	Florists.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	1	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	6	(D)	(D)	(D)	(D)	11	(D)	(D)
783	Motion picture theaters.....	4	62	138	68	58	7	1,021	207

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$293,000 of which \$173,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

MONTGOMERY, ALA., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF MONTGOMERY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,000	161,442	17,775	7,477	6,539	1,043	146,600	(D)
52	Lumber, building materials, hardware, farm equipment dealers.....	35	7,799	840	210	203	31	(D)	(D)
5251	Hardware stores.....	9	749	82	35	32	6	559	59
52 ex. 5251	Other.....	26	7,050	758	175	171	25	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	23	25,252	3,678	1,603	1,253	28	19,466	2,670
531	Department stores.....	6	18,613	2,771	985	844	5	14,557	1,907
533	Limited price variety stores.....	11	(D)	(D)	(D)	(D)	13	3,859	655
539	Other general merchandise stores.....	2	(D)	(D)	(D)	(D)	10	1,050	108
54	Food stores.....	227	32,637	1,776	838	619	293	28,406	1,718
55 ex. 554	Automotive dealers.....	55	28,791	(D)	(D)	(D)	69	(D)	(D)
554	Gasoline service stations.....	134	9,765	886	414	385	107	8,936	834
56	Apparel, accessory stores.....	96	(D)	(D)	(D)	(D)	115	(D)	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	17	2,494	339	113	105	17	2,562	362
562, 563, 568	Women's clothing, specialty stores....	30	(D)	834	392	343	38	(D)	(D)
562	Ready-to-wear stores ⁵	27	5,738	740	354	306	24	(D)	(D)
565	Family clothing stores ⁵	15	2,444	340	174	141	15	1,709	198
566	Shoe stores.....	26	2,314	312	122	96	30	2,563	339
564, 569	Other apparel stores.....	6	346	38	25	22	13	867	93
57	Furniture, home furnishings, equipment stores.....	64	9,971	1,516	520	504	68	9,009	1,284
5712	Furniture stores ⁴	36	5,369	725	240	240	32	4,870	681
5713-15, 19	Other home furnishings stores ⁴	8	1,238	182	82	80	6	479	94
572, 573	Household appliance, radio, TV, music stores.....	20	3,364	609	198	184	28	3,634	509
58	Eating, drinking places.....	184	9,174	1,771	1,269	1,175	159	8,012	1,398
5812	Eating places.....	167	8,661	(D)	(D)	(D)	131	7,169	(D)
5813	Drinking places.....	17	513	(D)	(D)	(D)	28	843	(D)
591	Drug stores, proprietary stores.....	44	(D)	(D)	(D)	(D)	49	(D)	(D)
59 ex. 591	Other retail stores ⁶	138	18,470	1,941	656	612	129	15,565	1,838
592	Liquor stores.....	8	7,533	300	69	69	8	(D)	(D)
594	Book, stationery stores.....	5	423	77	36	34	6	248	48
595	Sporting goods, bicycle stores.....	8	666	80	26	25	9	642	78
597	Jewelry stores.....	18	(D)	(D)	(D)	(D)	13	2,456	548
5992	Florists.....	6	(D)	(D)	(D)	(D)	10	1,387	315
5996	Camera, photographic supply stores....	5	599	89	24	24	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	7	1,666	613	393	374	13	1,583	531
783	Motion picture theaters.....	10	(D)	(D)	(D)	(D)	13	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
MONTGOMERY STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,133	166,651	18,113	7,661	6,704	1,148	150,368	16,066
52	Lumber, building materials, hardware, farm equipment dealers.....	35	7,799	840	210	203	32	7,979	729
5251	Hardware stores.....	9	749	82	35	32	6	559	59
52 ex. 5251	Other.....	26	7,050	758	175	171	26	7,420	670
53 part ²	General merchandise group stores ^{2 3}	38	25,703	3,693	1,618	1,261	46	19,902	2,680
531	Department stores.....	6	18,613	2,771	985	844	5	14,557	1,907
533	Limited price variety stores.....	11	(D)	902	618	409	13	3,859	655
539	Other general merchandise stores.....	7	(D)	20	15	8	28	1,486	118
54	Food stores.....	284	34,475	1,850	878	655	332	29,663	1,737
55 ex. 554	Automotive dealers.....	60	28,934	2,794	823	810	71	32,774	3,065
554	Gasoline service stations.....	159	11,303	977	448	419	122	9,684	891
56	Apparel, accessory stores.....	98	14,014	1,863	826	707	116	12,610	1,750
561, 567	Men's, boys' apparel stores, custom tailors ⁴	17	2,494	339	113	105	17	2,562	362
562, 563, 568	Women's clothing, specialty stores....	32	6,404	834	392	343	39	4,875	758
562	Ready-to-wear stores ⁵	27	5,738	740	354	306	25	4,238	674
565	Family clothing stores ⁵	15	2,444	340	174	141	15	1,709	198
566	Shoe stores.....	26	2,314	312	122	96	30	2,563	339
564, 569	Other apparel stores.....	6	346	38	25	22	13	867	93
57	Furniture, home furnishings, equipment stores.....	64	9,971	1,516	520	504	68	9,009	1,284
5712	Furniture stores ⁴	36	5,369	725	240	240	32	4,870	681
5713-15, 19	Other home furnishings stores ⁴	8	1,238	182	82	80	6	479	94
572, 573	Household appliance, radio, TV, music stores.....	20	3,364	609	198	184	28	3,634	509
58	Eating, drinking places.....	205	9,912	1,857	1,334	1,236	175	8,750	1,503
5812	Eating places.....	181	9,275	1,794	1,274	1,183	141	7,687	1,390
5813	Drinking places.....	24	637	63	60	53	34	1,063	113
591	Drug stores, proprietary stores.....	45	5,630	718	321	273	50	4,352	584
59 ex. 591	Other retail stores ⁶	145	18,910	2,005	683	636	136	15,645	1,843
592	Liquor stores.....	8	7,533	300	69	69	9	5,066	163
594	Book, stationery stores.....	5	423	77	36	34	6	248	48
595	Sporting goods, bicycle stores.....	8	666	80	26	25	9	642	78
597	Jewelry stores.....	19	2,401	569	170	165	13	2,456	548
5992	Florists.....	6	(D)	(D)	(D)	(D)	10	1,387	315
5996	Camera, photographic supply stores....	5	599	89	24	24	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	7	1,666	613	393	374	13	1,583	531
783	Motion picture theaters.....	11	1,141	258	138	111	14	1,548	310

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF MONTGOMERY, THE ENTIRE CITY, AND MONTGOMERY STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-0.2	10.1	25.5	10.8	26.2
52	Lumber, building materials, hardware, farm equipment dealers.....	3.9	(D)	(D)	-2.3	-6.1
5251	Hardware stores.....	(D)	34.0	(D)	34.0	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	-5.0	(D)
53 part ²	General merchandise group stores ^{2 3}	7.4	29.7	196.1	29.1	165.4
531	Department stores.....	(D)	27.9	(D)	27.9	(D)
533	Limited price variety stores.....	(D)	(D)	(D)	(D)	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-19.5	14.9	25.2	16.2	26.3
55 ex. 554	Automotive dealers.....	-4.6	(D)	(D)	-11.7	-30.7
554	Gasoline service stations.....	105.0	9.3	-16.0	16.7	-4.4
56	Apparel, accessory stores.....	-2.0	(D)	(D)	11.1	114.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	-2.7	(D)	-2.7	(D)
562, 563, 568	Women's clothing, specialty stores.....	-0.1	(D)	(D)	31.3	242.0
562	Ready-to-wear stores ⁵	8.6	(D)	(D)	35.4	306.0
565	Family clothing stores ⁵	(D)	43.0	(D)	43.0	(D)
566	Shoe stores.....	(D)	-9.8	(D)	-9.7	(D)
564, 569	Other apparel stores.....	(D)	-60.1	(D)	-60.1	(D)
57	Furniture, home furnishings, equipment stores.....	10.1	10.7	12.7	10.7	12.7
5712	Furniture stores ⁴	8.8	10.2	20.3	10.2	20.3
5713-15, 19	Other home furnishings stores ⁴	(D)	158.5	(D)	158.5	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	-7.4	(D)	-7.4	(D)
58	Eating, drinking places.....	-13.2	14.5	46.3	13.3	39.1
5812	Eating places.....	-11.5	20.8	60.1	20.7	54.4
5813	Drinking places.....	-30.0	-39.1	-46.9	-40.1	-45.9
591	Drug stores, proprietary stores.....	-29.1	(D)	(D)	29.4	98.3
59 ex. 591	Other retail stores ⁶	-4.3	18.7	60.8	20.9	66.4
592	Liquor stores.....	-34.6	(D)	(D)	48.7	385.5
594	Book, stationery stores.....	(D)	70.6	(D)	70.6	(D)
595	Sporting goods, bicycle stores.....	-29.1	3.7	311.3	3.7	311.3
597	Jewelry stores.....	(D)	(D)	(D)	-2.2	(D)
5992	Florists.....	(D)	(D)	(D)	(D)	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	(D)	5.2	(D)	5.2	(D)
783	Motion picture theaters.....	-38.7	(D)	(D)	-26.3	-2.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MONTGOMERY AND OF MONTGOMERY STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	54.1	59.7	52.4	58.2
52	Lumber, building materials, hardware, farm equipment dealers...	41.0	(D)	41.0	38.6
5251	Hardware stores.....	(D)	66.9	(D)	66.9
52 ex. 5251	Other.....	(D)	(D)	(D)	36.5
53 part ²	General merchandise group stores ^{2 3}	73.0	88.2	71.7	86.2
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	(D)	88.4	(D)	88.4
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	16.1	23.0	15.3	22.0
55 ex. 554	Automotive dealers.....	79.0	(D)	78.6	72.7
554	Gasoline service stations.....	39.2	20.9	33.9	19.3
56	Apparel, accessory stores.....	(D)	(D)	78.3	88.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	(D)	(D)	(D)
562, 563, 568	Women's clothing, specialty stores.....	(D)	(D)	66.1	87.0
562	Ready-to-wear stores ⁵	73.0	(D)	73.0	91.0
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	(D)	85.8	(D)	85.8
564, 569	Other apparel stores.....	(D)	77.6	(D)	77.6
57	Furniture, home furnishings, equipment stores.....	79.1	79.5	79.1	79.5
5712	Furniture stores ⁴	86.0	87.1	86.0	87.1
5713-15, 19	Other home furnishings stores ⁴	69.5	(D)	37.8	(D)
572, 573	Household appliance, radio, TV, music stores.....	71.6	(D)	71.6	(D)
58	Eating, drinking places.....	40.9	53.9	37.8	49.4
5812	Eating places.....	40.2	54.9	37.5	51.2
5813	Drinking places.....	52.8	45.9	42.5	36.4
591	Drug stores, proprietary stores.....	(D)	(D)	29.6	54.1
59 ex. 591	Other retail stores ⁶	52.2	64.8	51.0	64.4
592	Liquor stores.....	35.2	(D)	35.2	80.2
594	Book, stationery stores.....	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	61.7	90.3	61.7	90.3
597	Jewelry stores.....	(D)	100.0	(D)	100.0
5992	Florists.....	(D)	(D)	(D)	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF MONTGOMERY, THE ENTIRE CITY, AND MONTGOMERY STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	3.7	3.5	4.8	(D)	4.7	5.3
5251	Hardware stores.....	(D)	0.4	0.5	0.4	0.4	0.4
52 ex. 5251	Other.....	(D)	3.1	4.4	(D)	4.2	4.9
53 part ²	General merchandise group stores ^{2 3}	21.2	19.6	15.6	13.3	15.4	13.2
531	Department stores.....	(D)	(D)	11.5	9.9	11.2	9.7
533	Limited price variety stores.....	(D)	3.9	(D)	2.6	(D)	2.6
539	Other general merchandise stores.....	(D)	(D)	(D)	0.7	(D)	1.0
54	Food stores.....	6.0	7.5	20.2	19.4	20.7	19.7
55 ex. 554	Automotive dealers.....	26.0	27.2	17.8	(D)	17.4	21.8
554	Gasoline service stations.....	4.4	2.1	6.0	6.1	6.8	6.4
56	Apparel, accessory stores.....	12.6	12.8	(D)	(D)	8.4	8.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	(D)	1.5	1.7	1.5	1.7
562, 563, 568	Women's clothing, specialty stores....	4.8	4.8	(D)	(D)	3.8	3.2
562	Ready-to-wear stores ⁵	4.8	4.4	3.6	(D)	3.4	2.8
565	Family clothing stores ⁵	(D)	(D)	1.5	1.2	1.5	1.1
566	Shoe Stores.....	(D)	2.5	1.4	1.7	1.4	1.7
564, 569	Other apparel stores.....	(D)	0.8	0.2	0.6	0.2	0.6
57	Furniture, home furnishings, equipment stores.....	9.0	8.2	6.2	6.1	6.0	6.0
5712	Furniture stores ⁴	5.3	4.8	3.3	3.3	3.2	3.2
5713-15, 19	Other home furnishings stores ⁴	1.1	(D)	0.8	0.3	0.7	0.3
572, 573	Household appliance, radio, TV, music stores.....	2.8	(D)	2.1	2.5	2.0	2.4
58	Eating, drinking places.....	5.3	4.9	5.7	5.5	5.9	5.8
5812	Eating places.....	5.0	4.5	5.4	4.9	5.6	5.1
5813	Drinking places.....	0.3	0.4	0.3	0.6	0.4	0.7
591	Drug stores, proprietary stores.....	1.9	2.7	(D)	(D)	3.4	2.9
59 ex. 591	Other retail stores ⁶	11.0	11.5	11.4	10.6	11.3	10.4
592	Liquor stores.....	3.0	4.6	4.7	(D)	4.5	3.4
594	Book, stationery stores.....	(D)	(D)	0.3	1.7	0.3	0.2
595	Sporting goods, bicycle stores.....	0.5	0.7	0.4	0.4	0.4	0.4
597	Jewelry stores.....	(D)	2.8	(D)	1.7	1.4	1.6
5992	Florists.....	(D)	(D)	(D)	0.9	(D)	0.9
5996	Camera, photographic supply stores....	(D)	(D)	0.4	(D)	0.4	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE MONTGOMERY STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Eastbrook Shopping Center" at the intersection of Biltmore Ave. and Coliseum Blvd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591-2	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	14	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	4,385	56	Apparel, accessory stores ¹	5
			561, 567	Men's, boys' apparel stores, custom tailors.....	...
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores....	1
	Number.....	3	562	Ready-to-wear stores ⁵	1
	Sales.....(\$1,000)...	(D)	565	Family clothing stores ⁵
			566	Shoe stores.....	2
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	2
	Number.....	8	57	Furniture, home furnishings, equipment stores.....	...
	Sales.....(\$1,000)...	2,454	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	...
	Number.....	3	58	Eating, drinking places.....	...
	Sales.....(\$1,000)...	(D)	5812	Eating places.....	...
			5813	Drinking places.....	...
5251 52 ex., 5251	Retail stores, total ²	14	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	1
	Hardware stores.....	1	592	Liquor stores.....	...
	Other.....	...	594	Book, stationery stores.....	...
53 part ² 531 533 539	General merchandise group stores ^{1 2}	3	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	...
	Limited price variety stores.....	2	5992	Florists.....	1
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	...
54	Food stores.....	2			

MRC No. 2.—Includes the planned center known as "Normandale Shopping City" bounded by E. Patton Ave., Wesley Dr., Winston, and Norman Bridge Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591-2	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	36	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	10,235	56	Apparel, accessory stores ¹	16
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores....	6
	Number.....	5	562	Ready-to-wear stores ⁵	5
	Sales.....(\$1,000)...	2,290	565	Family clothing stores ⁵	1
			566	Shoe stores.....	5
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	2
	Number.....	24	57	Furniture, home furnishings, equipment stores.....	5
	Sales.....(\$1,000)...	7,198	5712	Furniture stores.....	1
			5713-15, 19	Other home furnishings stores.....	3
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	1
	Number.....	7	58	Eating, drinking places.....	2
	Sales.....(\$1,000)...	747	5812	Eating places.....	2
			5813	Drinking places.....	...
5251 52 ex., 5251	Retail stores, total ²	36	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	5
	Hardware stores.....	1	592	Liquor stores.....	...
	Other.....	...	594	Book, stationery stores.....	...
53 part ² 531 533 539	General merchandise group stores ^{1 2}	3	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	2	5992	Florists.....	1
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	1
54	Food stores.....	2			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

Field Offices

All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

ALBUQUERQUE, NEW MEXICO Room 321, U. S. Post Office Bldg.	DETROIT 26, MICHIGAN Room 438, Federal Building	PHILADELPHIA 7, PENNSYLVANIA Jefferson Building 1015 Chestnut Street
ATLANTA 3, GEORGIA Room 604, Volunteer Building 66 Luckie Street, N. W.	GREENSBORO, NORTH CAROLINA Room 407 U. S. Post Office Building	PHOENIX, ARIZONA Room 419, Ellis Building 137 North Second Avenue
BOSTON 9, MASSACHUSETTS Room 232 U. S. Post Office and Courthouse	HOUSTON 2, TEXAS Room 610, Scanlan Building 405 Main Street	PITTSBURGH 22, PENNSYLVANIA Room 817, Fulton Building 107 Sixth Street
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For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two-service businesses hotels and motion picture theaters.



CENTRAL BUSINESS DISTRICT STATISTICS

Nashville, Tenn., Area

1958
Census
of
Business



U. S. DEPARTMENT OF COMMERCE

Frederick H. Mueller, Secretary

Carl F. Oechsle, Asst. Secy. for Domestic Affairs

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Nashville, Tenn., Area—BC58-CBD51

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

NASHVILLE, TENNESSEE

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT

CENTRAL BUSINESS DISTRICT*



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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF NASHVILLE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	471	135,319	20,310	7,846	6,823	540	116,913	17,141
52	Lumber, building materials, hardware, farm equipment dealers.....	9	5,683	611	105	102	10	4,886	703
5251	Hardware stores.....	1	(D)	(D)	(D)	(D)	4	932	100
52 ex. 5251	Other.....	8	(D)	(D)	(D)	(D)	6	3,954	603
53 part ²	General merchandise group stores ^{2 3}	20	57,979	9,441	3,809	3,156	22	40,842	6,658
531	Department stores.....	5	(D)	(D)	(D)	(D)	5	34,056	5,596
533	Limited price variety stores.....	5	4,832	846	512	351	6	4,784	732
539	Other general merchandise stores.....	8	(D)	(D)	(D)	(D)	11	2,002	330
54	Food stores.....	17	3,075	241	99	77	29	3,634	318
55 ex. 554	Automotive dealers.....	23	14,585	1,330	327	320	21	10,488	908
554	Gasoline service stations.....	7	479	44	19	17	11	577	49
56	Apparel, accessory stores.....	93	17,677	2,928	1,150	967	107	22,159	3,631
561, 567	Men's, boys' apparel stores, custom tailors ⁴	25	4,749	823	261	247	18	4,509	770
562, 563, 568	Women's clothing, specialty stores....	24	7,854	1,363	611	502	31	8,796	1,587
562	Ready-to-wear stores ⁵	13	6,968	1,265	536	446	18	8,059	1,464
565	Family clothing stores ⁵	10	(D)	(D)	(D)	(D)	9	3,393	539
566	Shoe stores.....	28	3,445	451	148	115	39	4,761	667
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	8	510	68
57	Furniture, home furnishings, equipment stores.....	52	14,383	2,384	746	716	52	13,585	1,998
5712	Furniture stores ⁴	26	10,507	1,702	530	523	27	10,304	1,490
5713-15, 19	Other home furnishings stores ⁴	3	(D)	(D)	(D)	(D)	3	176	26
572, 573	Household appliance, radio, TV, music stores.....	23	(D)	(D)	(D)	(D)	22	3,105	482
58	Eating, drinking places.....	115	6,676	1,465	936	865	128	6,191	1,245
5812	Eating places.....	92	6,033	1,389	888	822	96	5,057	1,058
5813	Drinking places.....	23	643	76	48	43	32	1,134	187
591	Drug stores, proprietary stores.....	10	2,136	337	143	124	12	1,948	296
59 ex. 591	Other retail stores ⁶	125	12,646	1,529	512	479	148	12,603	1,335
592	Liquor stores.....	24	2,066	104	56	52	36	2,860	116
594	Book, stationery stores.....	3	388	44	25	20	7	464	54
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	5	562	85
597	Jewelry stores.....	23	2,960	574	169	163	24	2,474	456
5992	Florists.....	4	93	20	5	5	4	317	48
5996	Camera, photographic supply stores....	1	(D)	(D)	(D)	(D)	3	165	22
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	16	4,107	1,324	991	947	18	4,328	1,403
783	Motion picture theaters.....	5	(D)	(D)	(D)	(D)	5	848	202

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$1,455,000 of which \$842,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF NASHVILLE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES								
	Retail stores, total ²	2,022	345,549	39,272	15,182	13,189	2,135	300,132	33,640
52	Lumber, building materials, hardware, farm equipment dealers.....	78	18,850	1,740	438	414	80	18,568	2,126
5251	Hardware stores.....	20	4,601	434	120	111	34	6,009	625
52 ex. 5251	Other.....	58	14,249	1,306	318	303	44	12,254	1,501
53 part ²	General merchandise group stores ^{2 3}	76	61,804	9,833	4,033	3,331	80	44,010	6,973
531	Department stores.....	5	(D)	(D)	(D)	(D)	5	34,056	5,596
533	Limited price variety stores.....	28	6,359	1,040	635	451	29	5,931	871
539	Other general merchandise stores.....	31	(D)	(D)	(D)	(D)	46	4,023	506
54	Food stores.....	384	74,602	4,563	1,823	1,396	472	56,159	3,758
55 ex. 554	Automotive dealers.....	118	66,282	6,868	1,570	1,541	102	65,347	6,154
554	Gasoline service stations.....	204	19,259	1,852	796	707	205	17,137	1,622
56	Apparel, accessory stores.....	140	23,478	3,638	1,484	1,239	162	28,211	4,075
561, 567	Men's, boys' apparel stores, custom tailors'.....	30	5,049	874	276	261	23	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	41	10,532	1,766	801	666	53	12,775	1,843
562	Ready-to-wear stores ⁵	24	9,024	1,575	698	584	28	11,074	1,568
565	Family clothing stores ⁵	26	(D)	451	212	163	21	4,459	623
566	Shoe stores.....	36	4,149	530	184	141	50	5,102	709
564, 569	Other apparel stores.....	5	170	17	11	8	13	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	112	18,261	2,933	929	884	121	17,053	2,391
5712	Furniture stores ⁶	48	12,414	1,961	591	581	44	12,484	1,742
5713-15, 19	Other home furnishings stores ⁶	22	1,418	250	142	120	13	527	(D)
572, 573	Household appliance, radio, TV, music stores.....	42	4,429	722	196	183	46	3,830	(D)
58	Eating, drinking places.....	467	18,948	3,654	2,360	2,150	452	17,713	3,238
5812	Eating places.....	378	17,108	3,469	2,233	2,034	327	14,113	2,806
5813	Drinking places.....	89	1,840	185	127	116	123	3,586	432
591	Drug stores, proprietary stores.....	104	9,748	1,146	644	518	107	7,564	935
59 ex. 591	Other retail stores ⁶	339	34,317	3,045	1,105	1,009	354	28,370	2,368
592	Liquor stores.....	80	14,196	439	180	162	99	(D)	(D)
594	Book, stationery stores.....	15	(D)	(D)	(D)	(D)	15	(D)	(D)
595	Sporting goods, bicycle stores.....	9	730	102	32	28	13	762	97
597	Jewelry stores.....	32	3,350	626	184	176	30	2,584	(D)
5992	Florists.....	23	1,621	291	114	106	26	1,997	377
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	4	(D)	(D)
	SELECTED SERVICE TRADES								
7011, 7012	Hotels.....	32	(D)	(D)	(D)	(D)	34	(D)	(D)
783	Motion picture theaters.....	10	(D)	(D)	(D)	(D)	14	1,898	442

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
NASHVILLE STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,142	467,318	50,043	19,897	17,120	2,803	361,850	38,524
52	Lumber, building materials, hardware, farm equipment dealers.....	143	24,810	2,286	645	602	122	22,608	2,462
5251	Hardware stores.....	52	6,834	603	185	169	56	7,242	707
52 ex. 5251	Other.....	91	17,976	1,683	460	433	64	14,756	1,755
53 part ²	General merchandise group stores ^{2 3}	154	70,684	10,762	4,456	3,678	115	46,252	7,149
531	Department stores.....	7	53,536	8,570	3,330	2,810	5	34,056	5,596
533	Limited price variety stores.....	50	8,351	1,267	759	557	43	6,587	927
539	Other general merchandise stores.....	63	(D)	925	367	311	67	5,609	626
54	Food stores.....	630	122,317	7,408	2,925	2,171	638	82,554	5,396
55 ex. 554	Automotive dealers.....	181	78,351	7,741	1,832	1,797	130	72,644	6,617
554	Gasoline service stations.....	413	37,233	3,391	1,469	1,299	339	26,656	2,392
56	Apparel, accessory stores.....	195	28,852	4,346	1,839	1,541	187	30,328	4,315
561, 567	Men's, boys' apparel stores, custom tailors.....	38	5,666	949	300	283	25	5,063	817
562, 563, 568	Women's clothing, specialty stores....	56	13,350	2,175	995	843	62	13,188	1,881
562	Ready-to-wear stores ⁵	39	11,842	1,984	892	761	37	11,487	1,606
565	Family clothing stores ⁵	36	4,268	547	274	214	27	5,763	798
566	Shoe stores.....	48	4,857	(D)	(D)	(D)	57	5,291	717
564, 569	Other apparel stores.....	13	(D)	(D)	(D)	(D)	14	855	102
57	Furniture, home furnishings, equipment stores.....	173	23,838	3,546	1,163	1,088	145	18,154	2,530
5712	Furniture stores ⁴	85	16,250	2,414	762	734	50	13,120	1,837
5713-15, 19	Other home furnishings stores ⁴	32	1,767	291	156	134	17	656	114
572, 573	Household appliance, radio, TV, music stores.....	56	5,821	841	245	220	54	4,126	579
58	Eating, drinking places.....	643	25,156	4,868	3,183	2,876	569	21,698	3,827
5812	Eating places.....	533	23,073	4,666	3,043	2,749	420	17,405	3,328
5813	Drinking places.....	110	2,083	202	140	127	147	4,279	499
591	Drug stores, proprietary stores.....	149	15,710	1,919	993	802	138	10,160	1,251
59 ex. 591	Other retail stores ⁶	461	40,367	3,776	1,392	1,266	420	30,796	2,585
592	Liquor stores.....	80	14,276	443	180	162	100	12,017	428
594	Book, stationery stores.....	17	828	86	45	38	17	(D)	(D)
595	Sporting goods, bicycle stores.....	26	1,479	192	58	51	18	(D)	(D)
597	Jewelry stores.....	42	3,715	661	199	188	33	2,678	473
5992	Florists.....	41	2,148	364	158	140	42	2,443	452
5996	Camera, photographic supply stores....	4	229	23	10	8	6	330	37
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	33	4,431	1,423	1,051	1,001	36	4,758	1,529
783	Motion picture theaters.....	22	(D)	(D)	(D)	(D)	29	2,909	689

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF NASHVILLE, THE ENTIRE CITY, AND NASHVILLE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	15.7	15.1	14.7	29.1	35.5
52	Lumber, building materials, hardware, farm equipment dealers.....	16.3	1.5	-3.8	9.7	7.9
5251	Hardware stores.....	(D)	-23.4	(D)	-5.6	(D)
52 ex. 5251	Other.....	(D)	16.3	(D)	21.8	(D)
53 part ²	General merchandise group stores ^{2 3}	42.0	40.4	20.7	52.8	134.8
531	Department stores.....	(D)	(D)	(D)	57.2	(D)
533	Limited price variety stores.....	1.0	7.2	33.1	26.8	95.2
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-15.4	32.8	36.2	48.2	51.1
55 ex. 554	Automotive dealers.....	39.1	1.4	-5.8	7.9	2.6
554	Gasoline service stations.....	-17.0	12.4	13.4	39.7	40.9
56	Apparel, accessory stores.....	-20.2	-16.8	-4.1	-4.9	36.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.9	(D)	(D)	11.9	85.6
562, 563, 568	Women's clothing, specialty stores.....	-10.7	-17.6	-36.7	1.2	25.1
562	Ready-to-wear stores ⁵	-13.5	-18.5	-31.8	3.1	42.2
565	Family clothing stores ⁵	(D)	(D)	(D)	-25.9	(D)
566	Shoe stores.....	-27.6	-18.7	106.5	-8.2	166.4
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	5.9	7.1	11.8	31.3	106.9
5712	Furniture stores ⁴	2.0	-0.6	-12.5	23.9	103.9
5713-15, 19	Other home furnishings stores ⁴	(D)	169.1	(D)	169.4	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	15.6	(D)	41.1	(D)
58	Eating, drinking places.....	7.8	7.0	6.5	15.9	19.2
5812	Eating places.....	19.3	21.2	22.3	32.6	38.0
5813	Drinking places.....	-43.3	-48.7	-51.2	-51.3	-54.2
591	Drug stores, proprietary stores.....	9.7	28.9	35.5	54.6	65.3
59 ex. 591	Other retail stores ⁶	0.3	21.0	37.4	31.1	52.4
592	Liquor stores.....	-37.8	(D)	(D)	18.8	33.3
594	Book, stationery stores.....	-16.4	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	-4.2	(D)	(D)	(D)
597	Jewelry stores.....	20.1	29.6	254.5	38.7	270.1
5992	Florists.....	-30.7	-18.8	-9.0	-12.1	-3.3
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	-30.6	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	-5.1	(D)	(D)	-6.9	-24.7
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NASHVILLE AND OF NASHVILLE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	39.2	39.0	29.0	32.3
52	Lumber, building materials, hardware, farm equipment dealers...	30.1	26.3	22.9	21.6
5251	Hardware stores.....	(D)	15.5	(D)	12.9
52 ex. 5251	Other.....	(D)	32.3	(D)	26.8
53 part ²	General merchandise group stores ^{2 3}	93.8	92.8	82.0	88.3
531	Department stores.....	(D)	100.0	(D)	100.0
533	Limited price variety stores.....	76.0	80.7	57.9	72.6
539	Other general merchandise stores.....	(D)	49.8	(D)	35.7
54	Food stores.....	4.1	6.5	2.5	4.4
55 ex. 554	Automotive dealers.....	22.0	16.0	18.6	14.4
554	Gasoline service stations.....	2.5	3.4	1.3	2.2
56	Apparel, accessory stores.....	75.3	78.5	61.3	73.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	94.1	(D)	83.8	90.2
562, 563, 568	Women's clothing, specialty stores.....	74.6	68.9	58.8	66.7
562	Ready-to-wear stores ⁵	77.2	72.8	58.8	70.2
565	Family clothing stores ⁵	(D)	76.1	(D)	58.9
566	Shoe stores.....	83.0	93.3	70.9	90.0
564, 569	Other apparel stores.....	(D)	(D)	(D)	59.6
57	Furniture, home furnishings, equipment stores.....	78.8	79.7	60.3	74.8
5712	Furniture stores ⁴	84.6	82.5	64.7	78.5
5713-15, 19	Other home furnishings stores ⁴	(D)	33.4	(D)	26.8
572, 573	Household appliance, radio, TV, music stores.....	(D)	81.1	(D)	75.3
58	Eating, drinking places.....	35.2	35.0	26.5	28.5
5812	Eating places.....	35.3	35.8	26.2	29.1
5813	Drinking places.....	34.9	31.6	30.9	26.5
591	Drug stores, proprietary stores.....	21.9	25.8	13.6	19.2
59 ex. 591	Other retail stores ⁶	36.9	44.4	31.3	40.9
592	Liquor stores.....	14.6	(D)	14.5	23.8
594	Book, stationery stores.....	(D)	(D)	46.9	(D)
595	Sporting goods, bicycle stores.....	(D)	73.8	(D)	(D)
597	Jewelry stores.....	88.4	95.7	79.7	92.4
5992	Florists.....	5.7	15.9	4.3	13.0
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	50.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NASHVILLE, THE ENTIRE CITY, AND NASHVILLE STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	2.2	5.1	5.5	6.2	5.3	6.2
5251	Hardware stores.....	...	1.4	1.3	2.0	1.5	2.0
52 ex. 5251	Other.....	2.2	3.7	4.1	(D)	3.8	4.1
53 part ²	General merchandise group stores ^{2 3}	47.3	32.8	17.9	14.7	15.1	12.8
531	Department stores.....	40.8	27.4	(D)	11.4	11.5	9.4
533	Limited price variety stores.....	3.9	3.8	1.8	2.0	1.8	1.8
539	Other general merchandise stores.....	2.6	1.6	(D)	1.3	(D)	1.6
54	Food stores.....	2.4	4.5	21.5	18.7	26.2	22.8
55 ex. 554	Automotive dealers.....	7.7	8.4	19.2	21.8	16.8	20.1
554	Gasoline service stations.....	0.4	0.6	5.6	5.7	8.0	7.4
56	Apparel, accessory stores.....	13.7	19.5	6.8	9.4	6.2	8.4
561, 567	Men's, boys' apparel stores, custom tailors.....	3.3	3.7	1.5	(D)	1.2	1.4
562, 563, 568	Women's clothing, specialty stores....	6.3	8.7	3.0	4.3	2.9	3.6
562	Ready-to-wear stores.....	5.6	8.1	2.6	3.7	2.5	3.2
565	Family clothing stores.....	1.2	2.7	(D)	1.5	0.9	1.6
566	Shoe Stores.....	2.8	3.8	1.2	1.7	1.0	1.5
564, 569	Other apparel stores.....	(D)	0.5	0.1	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	11.1	9.4	5.3	5.0	5.1	4.5
5712	Furniture stores.....	8.4	8.3	3.6	4.2	3.5	3.6
5713-15, 19	Other home furnishings stores.....	(D)	0.1	0.4	0.2	0.4	0.2
572, 573	Household appliance, radio, TV, music stores.....	2.3	1.0	1.3	0.6	1.2	0.6
58	Eating, drinking places.....	5.0	5.0	5.5	5.9	5.4	6.0
5812	Eating places.....	4.5	4.1	5.0	4.7	4.9	4.8
5813	Drinking places.....	0.5	0.9	0.5	1.2	0.4	1.2
591	Drug stores, proprietary stores.....	1.2	1.7	2.8	2.5	3.3	2.8
59 ex. 591	Other retail stores ⁶	9.0	13.0	9.9	10.1	8.6	9.0
592	Liquor stores.....	1.7	3.3	4.1	(D)	3.1	3.3
594	Book, stationery stores.....	2.3	2.0	1.0	0.9	0.8	0.7
595	Sporting goods, bicycle stores.....	0.3	0.5	(D)	(D)	0.2	(D)
597	Jewelry stores.....	(D)	0.5	0.2	0.3	0.3	(D)
5992	Florists.....	0.1	0.5	(NA)	0.7	0.5	0.7
5996	Camera, photographic supply stores....	(D)	0.1	(NA)	(D)	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NASHVILLE STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Major retail center, including the "Green Hills Village Shopping Center," along west side of Hillsboro Pike from Crestmoor Road to Abbott Martin Road.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	21	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	7,346			
54, 58, 591-2	Convenience goods stores:		56	Apparel, accessory stores ¹	9
	Number.....	3	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	2,983	562-3, 568	Women's clothing, specialty stores.....	4
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	4
56, 57	Number.....	12	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	3,751	566	Shoe stores.....	2
			564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	6	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	612	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	21	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	1	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—The planned center known as "Madison Square Shopping Center," bounded by: north property line of center, Gallatin Pike, south property line of center, and the L. & N. RR. tracks.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	19	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	6,454			
54, 58, 591-2	Convenience goods stores:		56	Apparel, accessory stores ¹	8
	Number.....	3	561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores.....	2
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	2
56, 57	Number.....	13	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	3,301	566	Shoe stores.....	2
			564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	3	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	19	58	Eating, drinking places.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	...
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	4	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).--Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).--Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).--Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).--Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).--Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).--Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).--Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

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All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

ALBUQUERQUE, NEW MEXICO Room 321, U. S. Post Office Bldg.	DETROIT 26, MICHIGAN Room 438, Federal Building	PHILADELPHIA 7, PENNSYLVANIA Jefferson Building 1015 Chestnut Street
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For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

100-1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100



CENTRAL BUSINESS DISTRICT STATISTICS

New Bedford,
Mass., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

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BUREAU OF THE CENSUS

Robert W. Burgess, Director

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C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

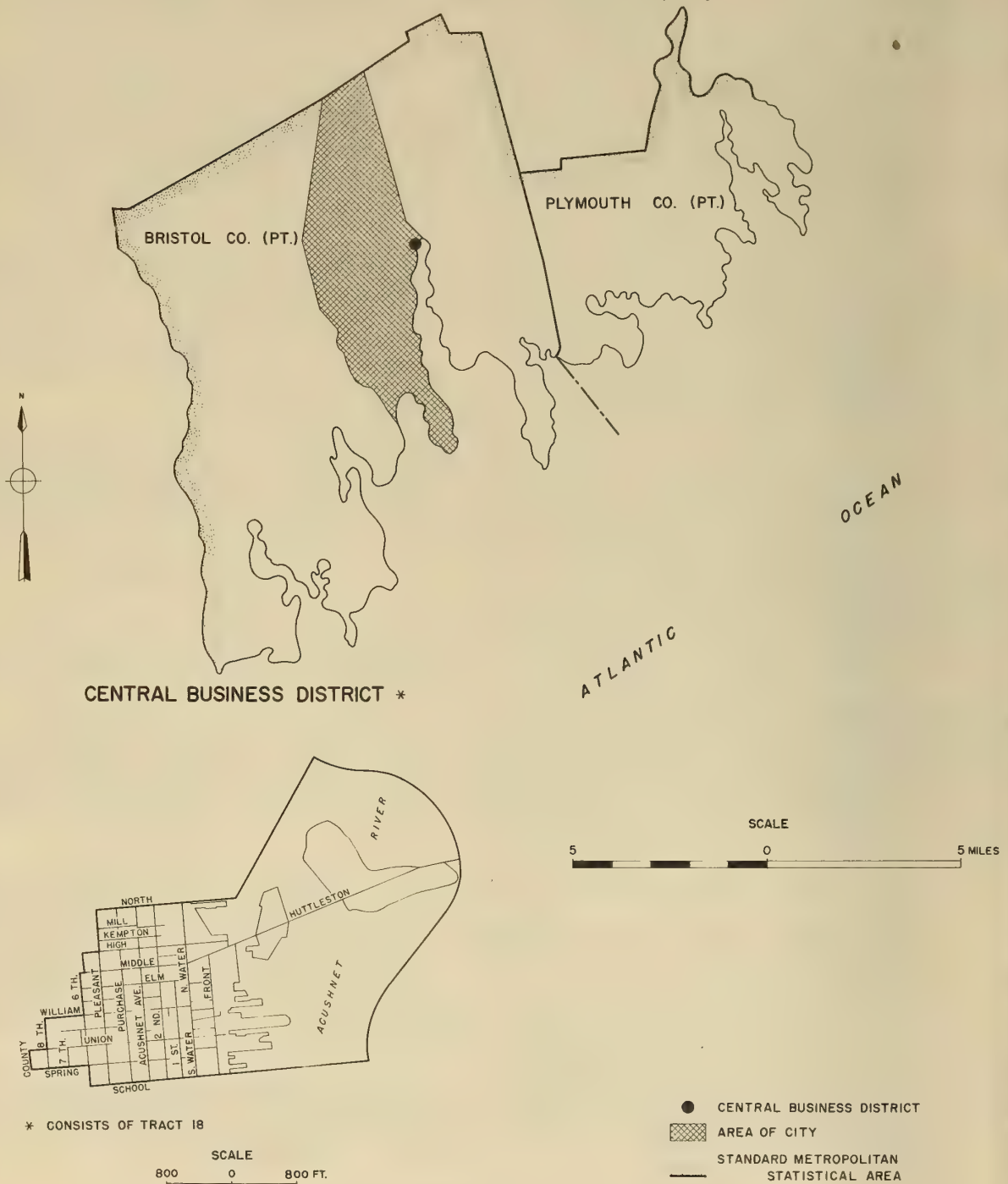
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

NEW BEDFORD, MASS.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF NEW BEDFORD

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	221	35,929	5,550	2,307	1,716	245	36,184	5,812
52	Lumber, building materials, hardware, farm equipment dealers.....	7	891	107	44	35	10	1,187	184
5251	Hardware stores.....	1	(D)	(D)	(D)	(D)	2	(D)	(D)
52 ex. 5251	Other.....	6	(D)	(D)	(D)	(D)	8	(D)	(D)
53 part ³	General merchandise group stores ³	11	10,788	2,011	864	549	9	10,607	1,971
531	Department stores.....	5	(D)	(D)	(D)	(D)	5	8,747	1,685
533	Limited price variety stores.....	4	1,700	311	190	109	4	1,860	286
539	Other general merchandise stores.....	2	(D)	(D)	(D)	(D)
54	Food stores.....	21	6,723	640	224	166	20	6,186	598
55 ex. 554	Automotive dealers.....	3	(D)	(D)	(D)	(D)	6	531	90
554	Gasoline service stations.....	9	(D)	(D)	(D)	(D)	6	388	43
56	Apparel, accessory stores.....	49	7,037	1,091	459	359	59	7,697	1,228
561, 567	Men's, boys' apparel stores, custom tailors ⁴	11	1,493	151	59	46	10	1,440	171
562, 563, 568	Women's clothing, specialty stores....	25	4,342	775	330	260	25	4,296	776
562	Ready-to-wear stores ⁵	18	3,926	731	307	243	11	3,692	711
565	Family clothing stores ⁵	3	(D)	(D)	(D)	(D)	1	(D)	(D)
566	Shoe stores.....	7	650	95	33	26	15	1,448	220
564, 569	Other apparel stores.....	3	(D)	(D)	(D)	(D)	5	269	(D)
57	Furniture, home furnishings, equipment stores.....	13	1,929	308	91	88	15	2,152	436
5712	Furniture stores ⁴	7	1,401	236	62	61	4	1,145	174
5713-15, 19	Other home furnishings stores ⁴	1	(D)	(D)	(D)	(D)	3	148	20
572, 573	Household appliance, radio, TV, music stores.....	5	(D)	(D)	(D)	(D)	4	821	242
58	Eating, drinking places.....	49	2,405	496	279	224	54	2,722	667
5812	Eating places.....	29	1,661	353	207	158	32	1,975	491
5813	Drinking places.....	20	744	143	72	66	22	747	176
591	Drug stores, proprietary stores.....	6	851	128	63	43	7	863	121
59 ex. 591	Other retail stores ⁶	53	4,545	676	244	222	59	3,851	474
592	Liquor stores.....	6	577	67	19	19	6	606	68
594	Book, stationery stores.....	6	890	187	72	67	6	(D)	(D)
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
597	Jewelry stores.....	12	921	130	43	37	19	1,245	139
5992	Florists.....	3	180	23	9	9	4	209	23
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
783	Motion picture theaters.....	4	505	154	78	61	4	828	200

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$952,000, of which \$756,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

NEW BEDFORD, MASS., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF NEW BEDFORD

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,318	122,330	(D)	(D)	(D)	1,433	120,124	13,390
52	Lumber, building materials, hardware, farm equipment dealers.....	50	3,809	366	135	119	49	4,167	524
5251	Hardware stores.....	16	717	69	32	26	20	626	74
52 ex. 5251	Other.....	34	3,092	297	103	93	29	3,541	450
53 part ³	General merchandise group stores ³	43	16,528	(D)	(D)	(D)	49	12,262	2,204
531	Department stores.....	6	12,669	2,167	828	594	5	8,747	1,685
533	Limited price variety stores.....	12	(D)	512	367	219	14	(D)	(D)
539	Other general merchandise stores.....	17	1,168	(D)	(D)	(D)	30	(D)	(D)
54	Food stores.....	348	38,121	2,663	1,033	789	390	34,832	2,442
55 ex. 554	Automotive dealers.....	52	13,546	1,227	319	307	57	16,217	1,672
554	Gasoline service stations.....	137	6,637	364	165	120	138	5,848	299
56	Apparel, accessory stores.....	104	10,098	(D)	(D)	(D)	144	13,265	1,815
561, 567	Men's, boys' apparel stores, custom tailors.....	25	2,113	221	89	69	29	2,809	322
562, 563, 568	Women's clothing, specialty stores....	42	(D)	(D)	(D)	(D)	55	6,525	1,038
562	Ready-to-wear stores ⁵	22	(D)	(D)	(D)	(D)	31	5,642	954
565	Family clothing stores ⁵	7	(D)	(D)	(D)	(D)	9	717	78
566	Shoe stores.....	18	(D)	171	65	47	36	2,617	320
564, 569	Other apparel stores.....	6	(D)	55	28	17	9	481	57
57	Furniture, home furnishings, equipment stores.....	81	6,524	964	307	286	93	7,626	1,162
5712	Furniture stores ⁴	31	(D)	(D)	(D)	(D)	28	4,408	634
5713-15, 19	Other home furnishings stores ⁴	15	821	94	38	34	17	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	35	(D)	(D)	(D)	(D)	38	(D)	(D)
58	Eating, drinking places.....	246	8,414	1,585	890	650	239	7,957	1,544
5812	Eating places.....	161	5,895	1,164	669	478	159	5,567	1,091
5813	Drinking places.....	85	2,519	421	221	172	80	2,390	453
591	Drug stores, proprietary stores.....	57	4,704	596	267	168	63	4,262	482
59 ex. 591	Other retail stores ⁶	200	13,949	1,719	561	503	211	13,688	1,246
592	Liquor stores.....	25	2,066	226	71	65	25	2,190	195
594	Book, stationery stores.....	9	931	192	74	67	6	(D)	(D)
595	Sporting goods, bicycle stores.....	13	200	(D)	(D)	(D)	11	882	64
597	Jewelry stores.....	23	1,082	150	63	45	33	1,642	164
5992	Florists.....	14	644	100	39	34	13	379	51
5996	Camera, photographic supply stores....	5	628	119	33	33	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	4	(D)	(D)	(D)	(D)	5	(D)	(D)
783	Motion picture theaters.....	5	(D)	(D)	(D)	(D)	9	1,105	273

Standard Notes: (D) Withheld to avoid disclosure. (NA). Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
NEW BEDFORD STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

(As a result of differences in the definition, the 1958 data are not directly comparable with those for 1954. See page 12 for data which can be used in evaluating the changes in area definition)

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES								
	Retail stores, total ³	1,659	144,319	15,796	6,496	4,971	1,705	137,711	14,907
52	Lumber, building materials, hardware, farm equipment dealers.....	70	6,007	587	201	183	63	5,232	627
5251	Hardware stores.....	24	1,029	98	43	37	23	825	98
52 ex. 5251	Other.....	46	4,978	489	158	146	38	4,367	529
53 part ³	General merchandise group stores ³	53	16,831	2,795	1,245	853	55	12,490	2,212
531	Department stores.....	6	12,669	2,167	828	594	5	8,747	1,685
533	Limited price variety stores.....	14	2,697	512	367	219	15	3,223	515
539	Other general merchandise stores.....	25	(D)	(D)	(D)	(D)	35	520	12
54	Food stores.....	421	44,132	3,034	1,227	954	456	40,169	2,724
55 ex. 554	Automotive dealers.....	75	18,352	1,737	448	436	79	20,046	2,068
554	Gasoline service stations.....	186	8,880	487	224	160	171	7,103	356
56	Apparel, accessory stores.....	110	10,195	1,409	607	467	146	(D)	1,815
561, 567	Men's, boys' apparel stores, custom tailors.....	25	2,113	221	89	69	29	2,809	322
562, 563, 568	Women's clothing, specialty stores....	43	5,011	863	382	297	55	6,525	1,038
562	Ready-to-wear stores ⁵	23	4,428	807	351	276	31	5,642	954
565	Family clothing stores ⁵	8	932	99	43	37	9	717	78
566	Shoe stores.....	20	1,365	171	65	47	36	2,617	320
564, 569	Other apparel stores.....	6	(D)	55	28	17	9	481	57
57	Furniture, home furnishings, equipment stores.....	89	7,022	1,029	340	316	98	7,794	(D)
5712	Furniture stores ⁴	33	4,341	722	206	201	28	4,408	634
5713-15, 19	Other home furnishings stores ⁴	15	821	94	38	34	18	915	118
572, 573	Household appliance, radio, TV, music stores.....	41	1,860	213	96	81	40	2,333	(D)
58	Eating, drinking places.....	317	10,898	2,097	1,252	848	301	10,068	1,931
5812	Eating places.....	212	7,665	1,551	964	638	202	7,091	1,366
5813	Drinking places.....	105	3,233	546	288	210	99	2,977	565
591	Drug stores, proprietary stores.....	68	5,746	731	323	204	74	5,112	587
59 ex. 591	Other retail stores ⁶	270	16,256	1,890	629	550	262	(D)	(D)
592	Liquor stores.....	41	3,379	341	108	96	38	3,032	263
594	Book, stationery stores.....	13	951	192	74	67	6	(D)	(D)
595	Sporting goods, bicycle stores.....	17	317	30	14	9	13	(D)	(D)
597	Jewelry stores.....	23	1,082	150	63	45	33	1,642	164
5992	Florists.....	20	776	109	43	37	16	437	62
5996	Camera, photographic supply stores....	5	628	119	33	33	1	(D)	(D)
	SELECTED SERVICES								
7011, 7012	Hotels.....	4	(D)	(D)	(D)	(D)	5	(D)	(D)
783	Motion picture theaters.....	7	(D)	(D)	(D)	(D)	12	1,243	292

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF NEW BEDFORD, THE ENTIRE CITY, AND NEW BEDFORD STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area *	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-0.7	1.8	2.9	2.2	3.2
52	Lumber, building materials, hardware, farm equipment dealers.....	-24.9	-8.6	-2.1	7.9	17.6
5251	Hardware stores.....	(D)	14.5	(D)	(NA)	(NA)
52 ex. 5251	Other.....	(D)	-12.7	(D)	(NA)	(NA)
53 part ³	General merchandise group stores ³	1.7	34.8	246.8	34.8	220.9
531	Department stores.....	(D)	44.8	(D)	(NA)	(NA)
533	Limited price variety stores.....	-8.6	(D)	(D)	(NA)	(NA)
539	Other general merchandise stores.....	(D)	(D)	(D)	(NA)	(NA)
54	Food stores.....	8.7	9.4	9.6	7.4	14.4
55 ex. 554	Automotive dealers.....	(D)	-16.5	(D)	10.5	(D)
554	Gasoline service stations.....	(D)	13.5	(D)	19.3	(D)
56	Apparel, accessory stores.....	-8.6	-23.9	-45.0	(D)	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.7	-24.8	-54.7	(NA)	(NA)
562, 563, 568	Women's clothing, specialty stores.....	1.1	(D)	(D)	(NA)	(NA)
562	Ready-to-wear stores ⁵	6.3	(D)	(D)	(NA)	(NA)
565	Family clothing stores ⁵	(D)	(D)	(D)	(NA)	(NA)
566	Shoe stores.....	-55.1	(D)	(D)	(NA)	(NA)
564, 569	Other apparel stores.....	(D)	(D)	(D)	(NA)	(NA)
57	Furniture, home furnishings, equipment stores.....	-10.4	-14.5	-16.1	-11.2	-11.5
5712	Furniture stores ⁴	22.4	(D)	(D)	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(NA)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	(D)	(D)	(D)	(NA)	(NA)
58	Eating, drinking places.....	-11.6	5.7	14.8	2.5	7.8
5812	Eating places.....	-15.9	5.9	17.9	(NA)	(NA)
5813	Drinking places.....	-0.4	5.4	8.0	(NA)	(NA)
591	Drug stores, proprietary stores.....	-1.4	10.4	13.4	7.8	9.6
59 ex. 591	Other retail stores ⁶	18.0	1.9	-4.4	(D)	(D)
592	Liquor stores.....	-4.8	-5.7	-6.0	(NA)	(NA)
594	Book, stationery stores.....	(D)	(D)	(D)	(NA)	(NA)
595	Sporting goods, bicycle stores.....	(D)	-77.3	(D)	(NA)	(NA)
597	Jewelry stores.....	-26.0	-34.1	-59.4	(NA)	(NA)
5992	Florists.....	-13.9	69.9	172.9	(NA)	(NA)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(NA)	(NA)
	SELECTED SERVICES					
7011, 7012	Hotels.....	(D)	(D)	(D)	(NA)	(NA)
783	Motion picture theaters.....	-33.0	(D)	(D)	(NA)	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

*In computing percent change, the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
NEW BEDFORD AND OF NEW BEDFORD STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958*	1954
	RETAIL STORES				
	Retail stores, total ³	29.4	30.1	25.5	26.3
52	Lumber, building materials, hardware, farm equipment dealers...	23.4	28.5	15.8	22.7
5251	Hardware stores.....	(D)	(D)	(NA)	(D)
52 ex. 5251	Other.....	(D)	(D)	(NA)	(D)
53 part ³	General merchandise group stores ³	65.3	86.4	64.1	84.9
531	Department stores.....	(D)	100.0	(NA)	100.0
533	Limited price variety stores.....	(D)	(D)	(NA)	57.7
539	Other general merchandise stores.....	(D)	(D)	(NA)	...
54	Food stores.....	17.6	17.8	15.6	15.4
55 ex. 554	Automotive dealers.....	(D)	3.3	(D)	2.6
554	Gasoline service stations.....	(D)	6.6	(D)	5.5
56	Apparel, accessory stores.....	69.7	58.0	69.2	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	70.7	51.3	(NA)	51.3
562, 563, 568	Women's clothing, specialty stores.....	(D)	65.8	(NA)	65.8
562	Ready-to-wear stores ⁵	(D)	65.4	(NA)	65.4
565	Family clothing stores ⁵	(D)	(D)	(NA)	(D)
566	Shoe stores.....	(D)	55.3	(NA)	55.3
564, 569	Other apparel stores.....	(D)	55.9	(NA)	55.9
57	Furniture, home furnishings, equipment stores.....	29.6	28.2	27.9	27.6
5712	Furniture stores ⁴	(D)	26.0	(NA)	26.0
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(NA)	16.2
572, 573	Household appliance, radio, TV, music stores.....	(D)	(D)	(NA)	35.2
58	Eating, drinking places.....	28.6	34.2	23.3	27.0
5812	Eating places.....	28.2	35.5	(NA)	27.9
5813	Drinking places.....	29.5	31.3	(NA)	25.1
591	Drug stores, proprietary stores.....	18.1	20.2	15.4	16.9
59 ex. 591	Other retail stores ⁶	32.6	28.1	28.9	(D)
592	Liquor stores.....	27.9	27.7	(NA)	20.0
594	Book, stationery stores.....	95.6	(D)	(NA)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(NA)	(D)
597	Jewelry stores.....	85.1	75.8	(NA)	75.8
5992	Florists.....	28.0	55.1	(NA)	47.8
5996	Camera, photographic supply stores.....	(D)	(D)	(NA)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.⁶In computing percent the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NEW BEDFORD, THE ENTIRE CITY, AND NEW BEDFORD STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958*	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	2.5	3.3	3.1	3.5	4.0	3.8
5251	Hardware stores.....	(D)	(D)	0.6	0.5	(NA)	0.6
52 ex. 5251	Other.....	(D)	(D)	2.5	3.0	(NA)	3.2
53 part ³	General merchandise group stores ³	30.0	29.3	13.5	10.2	12.0	9.1
531	Department stores.....	(D)	24.2	10.4	7.3	(NA)	6.4
533	Limited price variety stores.....	4.7	5.1	(D)	(D)	(NA)	2.3
539	Other general merchandise stores.....	(D)	...	1.0	(D)	(NA)	0.4
54	Food stores.....	18.7	17.1	31.2	29.0	30.7	29.2
55 ex. 554	Automotive dealers.....	(D)	1.5	11.1	13.5	12.8	14.6
554	Gasoline service stations.....	(D)	1.1	5.4	5.0	6.0	5.2
56	Apparel, accessory stores.....	19.6	21.3	8.3	11.0	7.2	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.2	4.0	1.7	2.3	(NA)	2.0
562, 563, 568	Women's clothing, specialty stores....	12.1	11.9	(D)	5.4	(NA)	4.7
562	Ready-to-wear stores ⁵	10.9	10.2	(D)	4.7	(NA)	4.1
565	Family clothing stores ⁵	(D)	(D)	(D)	0.6	(NA)	0.5
566	Shoe stores.....	1.8	4.0	(D)	2.2	(NA)	1.9
564, 569	Other apparel stores.....	(D)	0.7	(D)	0.4	(NA)	0.3
57	Furniture, home furnishings, equipment stores.....	5.4	5.9	5.3	6.3	4.9	5.7
5712	Furniture stores ⁶	3.9	3.2	(D)	3.7	(NA)	3.2
5713-15, 19	Other home furnishings stores ⁶	(D)	0.4	0.7	(D)	(NA)	0.7
572, 573	Household appliance, radio, TV, music stores.....	(D)	2.3	(D)	(D)	(NA)	1.7
58	Eating, drinking places.....	6.7	7.5	6.9	6.6	7.3	7.3
5812	Eating places.....	4.6	5.5	4.8	4.6	(NA)	5.1
5813	Drinking places.....	2.1	2.0	2.1	2.0	(NA)	2.2
591	Drug stores, proprietary stores.....	2.4	2.4	3.8	3.5	3.9	3.7
59 ex. 591	Other retail stores ⁶	12.6	10.6	11.4	11.4	11.2	(D)
592	Liquor stores.....	1.6	1.7	1.7	1.8	(NA)	2.2
594	Book, stationery stores.....	2.5	(D)	0.8	(D)	(NA)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	0.2	0.7	(NA)	(D)
597	Jewelry stores.....	2.6	3.4	0.9	1.4	(NA)	1.2
5992	Florists.....	0.5	0.5	0.5	0.3	(NA)	0.3
5996	Camera, photographic supply stores....	(D)	(D)	0.5	(D)	(NA)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

*In computing percent distribution the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

CENTRAL BUSINESS DISTRICT STATISTICS

COMPARATIVE STANDARD METROPOLITAN STATISTICAL AREA DATA

As a result of differences in the definition, the 1958 data for the New Bedford, Mass., Standard Metropolitan Statistical Area (as presented in Table 3 of this report) are not directly comparable with those for 1954. The following table identifies the places included in the 1958 definition but not in 1954, and provides data for these additional places. Subtracting these data from those shown in Table 3 will provide 1958 data for the area as defined in 1954.

SIC Code	Kind of business	Estab-lish-ments (number)	Sales (\$1,000)
Marion and Mattapoisett Towns, Massachusetts			
	Retail trade, total	77	3,693
52	Lumber, bldg matls, hdwe, farm equip. dealers	4	360
53 part*	General merchandise group stores*
54	Food stores	13	998
55 ex, 554	Automotive dealers	4	401
55pt(554)	Gasoline service stations	9	407
56	Apparel, accessory stores	3	31
57	Furniture, home furnishings, equipment stores	4	102
58	Eating, drinking places	18	576
59pt(591)	Drug stores, proprietary stores	3	236
59 ex, 591	Other retail stores	16	520
53 part*	Nonstore retailers*	3	62

Standard Notes: ... Represents zero. (D) Withheld to avoid disclosure.

*Nonstore retailers, part of SIC major group 53, are shown separately in this table.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

New Haven,
Conn., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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ELECTRONIC SYSTEMS DIVISION—

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GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, New Haven, Conn., Area—BC58-CBD53
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

NEW HAVEN, CONN.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



* CONSISTS OF TRACT 1



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY
- ▤ STANDARD METROPOLITAN STATISTICAL AREA

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF NEW HAVEN

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	532	86,202	13,685	4,719	4,012	484	77,065	12,979
52	Lumber, building materials, hardware, farm equipment dealers.....	13	3,121	441	108	107	7	2,632	410
5251	Hardware stores.....	4	196	18	7	7	2	(D)	(D)
52 ex. 5251	Other.....	9	2,925	423	101	100	5	(D)	(D)
53 part ³	General merchandise group stores ³	22	21,808	3,520	1,507	1,245	19	18,725	3,149
531	Department stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	8	6,105	1,093	510	309	4	6,594	1,192
539	Other general merchandise stores.....	10	(D)	(D)	(D)	(D)	12	(D)	(D)
54	Food stores.....	30	7,052	606	210	167	28	6,031	616
55 ex. 554	Automotive dealers.....	9	2,111	295	75	70	6	1,392	235
554	Gasoline service stations.....	20	2,195	214	61	48	9	411	47
56	Apparel, accessory stores.....	160	21,600	3,651	1,171	991	182	24,692	4,036
561, 567	Men's, boys' apparel stores, custom tailors ⁴	32	4,771	862	219	191	26	3,620	601
562, 563, 568	Women's clothing, specialty stores....	84	10,540	1,853	657	557	83	11,055	1,838
562	Ready-to-wear stores ⁵	36	6,532	1,143	397	347	41	8,468	1,422
565	Family clothing stores ⁵	9	1,781	367	100	91	5	2,457	353
566	Shoe stores.....	29	3,336	463	132	107	35	4,094	539
564, 569	Other apparel stores.....	6	1,172	106	63	45	29	3,426	705
57	Furniture, home furnishings, equipment stores.....	53	10,460	1,764	447	421	35	8,351	1,547
5712	Furniture stores ⁴	17	4,715	874	196	189	9	3,837	817
5713-15, 19	Other home furnishings stores ⁴	15	1,222	206	58	51	10	768	107
572, 573	Household appliance, radio, TV, music stores.....	21	4,523	684	193	181	13	3,702	623
58	Eating, drinking places.....	91	5,311	1,254	604	500	68	4,840	1,269
5812	Eating places.....	67	4,375	1,116	534	443	56	4,296	1,155
5813	Drinking places.....	24	936	138	70	57	12	544	114
591	Drug stores, proprietary stores.....	13	2,200	280	83	60	11	2,048	243
59 ex. 591	Other retail stores ⁶	121	10,344	1,660	453	403	119	7,943	1,427
592	Liquor stores.....	16	910	22	12	6	5	248	17
594	Book, stationery stores.....	6	464	84	44	38	12	977	172
595	Sporting goods, bicycle stores.....	8	727	107	25	21	5	788	118
597	Jewelry stores.....	23	2,551	542	121	110	29	2,964	686
5992	Florists.....	6	163	19	6	6	2	(D)	(D)
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	3	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	10	1,359	473	214	162	10	1,475	485
783	Motion picture theaters.....	5	1,227	313	125	92	6	1,687	301

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,591,000, of which \$709,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

NEW HAVEN, CONN., AREA

7

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF NEW HAVEN

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,242	240,463	29,035	9,660	7,905	2,441	241,984	29,396
52	Lumber, building materials, hardware, farm equipment dealers.....	74	10,095	1,483	342	313	68	13,745	1,999
5251	Hardware stores.....	28	1,651	192	65	52	26	1,790	280
52 ex. 5251	Other.....	46	8,444	1,291	277	261	42	11,955	1,719
53 part ³	General merchandise group stores ³	77	23,606	3,674	1,570	1,275	79	22,560	3,513
531	Department stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	23	6,885	1,201	553	323	27	7,253	1,226
539	Other general merchandise stores.....	38	(D)	(D)	(D)	(D)	49	(D)	(D)
54	Food stores.....	513	54,896	3,527	1,221	856	594	50,383	3,339
55 ex. 554	Automotive dealers.....	80	33,117	3,664	758	731	104	37,969	3,897
554	Gasoline service stations.....	138	11,978	927	332	251	164	10,553	855
56	Apparel, accessory stores.....	250	28,170	4,542	1,463	1,219	314	33,170	5,467
561, 567	Men's, boys' apparel stores, custom tailors.....	51	7,549	1,303	343	291	51	(D)	1,338
562, 563, 568	Women's clothing, specialty stores....	114	12,351	2,125	762	640	121	12,877	2,132
562	Ready-to-wear stores ⁵	52	8,076	1,385	491	420	60	9,704	1,658
565	Family clothing stores ⁵	17	2,521	443	128	108	16	(D)	399
566	Shoe stores.....	47	3,996	545	155	128	55	5,036	643
564, 569	Other apparel stores.....	17	1,571	126	75	52	57	4,971	955
57	Furniture, home furnishings, equipment stores.....	185	20,613	2,983	756	698	149	18,094	2,674
5712	Furniture stores ⁴	59	9,192	1,447	331	314	39	7,902	1,338
5713-15, 19	Other home furnishings stores ⁴	51	2,527	451	125	111	36	2,214	326
572, 573	Household appliance, radio, TV, music stores.....	75	8,894	1,085	300	273	56	7,676	1,010
58	Eating, drinking places.....	434	18,835	3,929	1,918	1,495	469	19,631	3,733
5812	Eating places.....	307	14,775	3,372	1,650	1,298	324	14,935	3,125
5813	Drinking places.....	127	4,060	557	268	197	143	4,678	608
591	Drug stores, proprietary stores.....	90	8,830	924	338	223	96	7,978	792
59 ex. 591	Other retail stores ⁶	401	30,323	3,382	962	844	404	27,901	3,127
592	Liquor stores.....	118	7,825	302	122	105	109	4,942	218
594	Book, stationery stores.....	22	3,457	496	182	146	15	(D)	(D)
595	Sporting goods, bicycle stores.....	19	926	127	32	25	15	1,909	287
597	Jewelry stores.....	35	2,708	547	123	111	32	3,024	692
5992	Florists.....	19	615	80	32	28	21	567	79
5996	Camera, photographic supply stores....	4	(D)	(D)	(D)	(D)	4	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	19	2,044	710	329	267	22	(D)	(D)
783	Motion picture theaters.....	19	1,984	494	212	139	17	2,127	416

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
NEW HAVEN STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

(As a result of differences in the definition, the 1958 data are not directly comparable with those for 1954. See page (12) for data which can be used in evaluating the changes in area definition)

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	3,503	395,269	44,286	15,074	12,025	3,503	335,488	37,929
52	Lumber, building materials, hardware, farm equipment dealers.....	151	22,617	2,859	639	578	119	20,325	2,703
5251	Hardware stores.....	54	3,453	399	123	94	47	2,946	411
52 ex. 5251	Other.....	97	19,164	2,460	516	484	72	17,379	2,292
53 part ³	General merchandise group stores ³	113	39,954	5,911	2,416	1,966	108	27,426	4,403
531	Department stores.....	6	25,539	3,935	1,520	1,435	4	14,942	2,560
533	Limited price variety stores.....	35	8,968	1,500	707	416	33	7,549	1,255
539	Other general merchandise stores.....	52	(D)	(D)	(D)	(D)	71	4,935	588
54	Food stores.....	752	104,014	6,748	2,520	1,743	851	82,201	5,322
55 ex. 554	Automotive dealers.....	130	51,600	5,432	1,182	1,123	150	53,145	5,068
554	Gasoline service stations.....	289	23,856	1,760	639	470	296	18,452	1,543
56	Apparel, accessory stores.....	320	36,708	5,682	1,864	1,517	367	35,963	5,755
561, 567	Men's, boys' apparel stores, custom tailors.....	61	9,078	1,537	425	355	53	7,285	1,365
562, 563, 568	Women's clothing, specialty stores....	138	14,085	2,391	866	717	141	13,834	2,230
562	Ready-to-wear stores ²	64	9,427	1,600	572	483	72	10,481	1,743
565	Family clothing stores ²	25	4,826	752	208	178	23	3,661	484
566	Shoe stores.....	64	5,252	693	213	162	61	5,544	704
564, 569	Other apparel stores.....	28	(D)	(D)	(D)	(D)	65	5,197	972
57	Furniture, home furnishings, equipment stores.....	271	26,014	3,635	944	858	196	20,376	2,928
5712	Furniture stores ⁴	82	11,754	1,758	428	399	44	8,287	1,383
5713-15, 19	Other home furnishings stores ⁴	71	3,608	623	158	141	45	2,710	391
572, 573	Household appliance, radio, TV, music stores.....	118	10,652	1,254	358	318	81	8,999	1,154
58	Eating, drinking places.....	686	30,021	6,011	2,946	2,236	680	27,991	5,188
5812	Eating places.....	506	24,005	5,183	2,552	1,956	480	21,756	4,417
5813	Drinking places.....	180	6,016	828	394	280	196	6,205	771
591	Drug stores, proprietary stores.....	147	15,418	1,733	601	400	144	12,637	1,303
59 ex. 591	Other retail stores ⁶	644	45,067	4,515	1,323	1,134	592	36,972	3,716
592	Liquor stores.....	183	12,210	462	178	142	164	7,894	321
594	Book, stationery stores.....	28	3,925	517	198	156	17	1,618	259
595	Sporting goods, bicycle stores.....	29	1,217	156	43	33	21	2,048	(D)
597	Jewelry stores.....	44	3,116	590	135	120	40	3,455	716
5992	Florists.....	36	1,151	186	69	51	28	832	156
5996	Camera, photographic supply stores....	5	992	116	25	24	7	614	34
SELECTED SERVICES									
7011, 7012	Hotels.....	27	2,227	766	367	300	30	2,422	817
783	Motion picture theaters.....	30	2,745	717	352	223	27	2,940	631

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF NEW HAVEN, THE ENTIRE CITY, AND NEW HAVEN STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area*	Standard metropolitan statistical area less central business district
RETAIL STORES						
	Retail stores, total ³	11.9	-0.6	-6.5	15.3	16.3
52	Lumber, building materials, hardware, farm equipment dealers.....	18.6	-26.6	-37.3	8.1	6.5
5251	Hardware stores.....	(D)	-7.8	(D)	(NA)	(NA)
52 ex. 5251	Other.....	(D)	-29.4	(D)	(NA)	(NA)
53 part ³	General merchandise group stores ³	16.5	4.6	-53.1	45.0	106.3
531	Department stores.....	(D)	(D)	(D)	(NA)	(NA)
533	Limited price variety stores.....	-7.4	-5.1	18.4	(NA)	(NA)
539	Other general merchandise stores.....	(D)	(D)	(D)	(NA)	(NA)
54	Food stores.....	16.9	-9.0	7.9	22.9	23.3
55 ex. 554	Automotive dealers.....	51.7	-12.9	-15.2	-4.5	-6.0
554	Gasoline service stations.....	434.1	13.5	-3.5	26.3	17.0
56	Apparel, accessory stores.....	-12.5	-15.1	-22.5	1.4	31.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	31.8	(D)	(D)	(NA)	(NA)
562, 563, 568	Women's clothing, specialty stores.....	-4.7	-4.1	-0.6	(NA)	(NA)
562	Ready-to-wear stores ⁵	-22.9	-16.8	24.9	(NA)	(NA)
565	Family clothing stores ⁵	-27.5	(D)	(D)	(NA)	(NA)
566	Shoe stores.....	-18.5	-20.7	-29.9	(NA)	(NA)
564, 569	Other apparel stores.....	-65.8	-68.4	-74.2	(NA)	(NA)
57	Furniture, home furnishings, equipment stores.....	25.3	13.9	4.2	26.5	27.3
5712	Furniture stores ⁴	22.9	16.3	10.1	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	59.1	14.1	-9.8	(NA)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	22.2	15.9	10.0	(NA)	(NA)
58	Eating, drinking places.....	9.7	-4.1	-8.6	4.2	3.0
5812	Eating places.....	1.8	-1.1	-2.3	(NA)	(NA)
5813	Drinking places.....	72.1	-13.2	-24.4	(NA)	(NA)
591	Drug stores, proprietary stores.....	7.4	10.7	11.8	19.0	21.3
59 ex. 591	Other retail stores ⁶	30.2	8.7	0.1	18.0	14.6
592	Liquor stores.....	266.9	58.3	47.3	(NA)	(NA)
594	Book, stationery stores.....	-52.5	(D)	(D)	(NA)	(NA)
595	Sporting goods, bicycle stores.....	-7.8	-51.5	-82.3	(NA)	(NA)
597	Jewelry stores.....	-13.9	-10.4	161.7	(NA)	(NA)
5992	Florists.....	(D)	8.5	(D)	(NA)	(NA)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(NA)	(NA)
SELECTED SERVICES						
7011, 7012	Hotels.....	-7.9	(D)	(D)	(NA)	(NA)
783	Motion picture theaters.....	-27.3	-6.7	72.0	(NA)	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

*In computing percent change the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
NEW HAVEN AND OF NEW HAVEN STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958*	1954
	RETAIL STORES				
	Retail stores, total ³	35.8	31.8	22.3	23.0
52	Lumber, building materials, hardware, farm equipment dealers...	30.9	19.1	14.2	12.9
5251	Hardware stores.....	11.9	(D)	(NA)	(D)
52 ex. 5251	Other.....	34.6	(D)	(NA)	(D)
53 part ³	General merchandise group stores ³	92.4	83.0	54.9	68.3
531	Department stores.....	(D)	(D)	(NA)	(D)
533	Limited price variety stores.....	88.7	90.9	(NA)	87.3
539	Other general merchandise stores.....	(D)	(D)	(NA)	(D)
54	Food stores.....	12.8	12.0	7.0	7.3
55 ex. 554	Automotive dealers.....	6.4	3.7	4.2	2.6
554	Gasoline service stations.....	18.3	3.9	9.4	2.2
56	Apparel, accessory stores.....	76.7	74.4	59.2	68.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	63.2	(D)	(NA)	49.7
562, 563, 568	Women's clothing, specialty stores	85.3	85.9	(NA)	79.9
562	Ready-to-wear stores ⁵	80.9	87.3	(NA)	80.8
565	Family clothing stores ⁵	70.6	(D)	(NA)	67.1
566	Shoe stores.....	83.5	81.3	(NA)	73.8
564, 569	Other apparel stores.....	74.6	58.9	(NA)	65.9
57	Furniture, home furnishings, equipment stores.....	50.7	46.2	40.6	41.0
5712	Furniture stores ⁴	51.3	48.6	(NA)	46.3
5713-15, 19	Other home furnishings stores ⁴	48.4	34.7	(NA)	28.3
572, 573	Household appliance, radio, TV, music stores.....	50.9	48.2	(NA)	41.1
58	Eating, drinking places.....	28.2	24.7	18.2	17.3
5812	Eating places.....	29.6	28.8	(NA)	19.7
5813	Drinking places.....	23.1	11.6	(NA)	8.8
591	Drug stores, proprietary stores.....	24.9	25.7	14.6	16.2
59 ex. 591	Other retail stores ⁶	34.1	28.5	23.7	21.5
592	Liquor stores.....	11.6	5.0	(NA)	3.1
594	Book, stationery stores.....	13.4	(D)	(NA)	60.4
595	Sporting goods, bicycle stores.....	78.5	41.3	(NA)	38.5
597	Jewelry stores.....	94.2	98.0	(NA)	85.8
5992	Florists.....	26.5	(D)	(NA)	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(NA)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

*In computing percent the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NEW HAVEN, THE ENTIRE CITY, AND NEW HAVEN STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958*	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	3.6	3.4	4.2	5.7	5.7	6.1
5251	Hardware stores.....	0.2	(D)	0.7	0.8	(NA)	0.9
52 ex. 5251	Other.....	3.4	(D)	3.5	4.9	(NA)	5.2
53 part ³	General merchandise group stores ³	25.3	2.43	9.8	9.3	10.3	8.2
531	Department stores.....	(D)	(D)	(D)	(D)	(NA)	4.5
533	Limited price variety stores.....	7.1	8.6	2.8	3.0	(NA)	2.2
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(NA)	1.5
54	Food stores.....	8.2	7.9	22.8	20.8	26.1	24.5
55 ex. 554	Automotive dealers.....	2.4	1.8	13.8	15.7	13.1	15.8
554	Gasoline service stations.....	2.5	0.5	5.0	4.4	6.0	5.5
56	Apparel, accessory stores.....	25.1	32.0	11.7	13.7	9.4	10.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5.5	4.7	3.1	(D)	(NA)	2.2
562, 563, 568	Women's clothing, specialty stores....	12.2	14.3	5.1	5.3	(NA)	4.1
562	Ready-to-wear stores ⁵	7.6	11.0	3.4	4.0	(NA)	3.1
565	Family clothing stores ⁵	2.1	3.2	1.0	(D)	(NA)	1.2
566	Shoe stores.....	3.9	5.3	1.7	2.1	(NA)	1.7
564, 569	Other apparel stores.....	1.4	4.4	0.7	2.1	(NA)	1.5
57	Furniture, home furnishings, equipment stores.....	12.1	10.8	8.6	7.5	6.7	6.1
5712	Furniture stores ⁴	5.5	5.0	3.8	3.3	(NA)	2.5
5713-15, 19	Other home furnishings stores ⁴	1.4	1.0	1.1	1.0	(NA)	0.9
572, 573	Household appliance, radio, TV, music stores.....	5.2	4.8	3.7	3.2	(NA)	2.7
58	Eating, drinking places.....	6.2	6.3	7.8	8.1	7.5	8.3
5812	Eating places.....	5.1	5.6	6.1	6.2	(NA)	6.5
5813	Drinking places.....	1.1	0.7	1.7	1.9	(NA)	1.8
591	Drug stores, proprietary stores.....	2.6	2.7	3.7	3.3	3.9	3.8
59 ex. 591	Other retail stores ⁶	12.0	10.3	12.6	11.5	11.3	11.0
592	Liquor stores.....	1.1	0.3	3.3	2.0	(NA)	2.4
594	Book, stationery stores.....	0.5	1.3	1.4	(D)	(NA)	0.5
595	Sporting goods, bicycle stores.....	0.8	1.0	0.4	0.8	(NA)	0.6
597	Jewelry stores.....	3.0	3.9	1.1	1.2	(NA)	1.0
5992	Florists.....	0.2	(D)	0.3	0.2	(NA)	0.2
5996	Camera, photographic supply stores....	(D)	(D)	(D)	(D)	(NA)	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

*In computing percent distribution, the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE NEW HAVEN STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.--Includes the planned centers known as Hamden Plaza and the Hamden Mart and stores on Dixwell Ave. between Connally Pkwy., and Skiff Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	5
	Number.....	55	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	31,686	56	Apparel, accessory stores ²	11
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	15	562-3, 568	Women's clothing, specialty stores.....	5
	Sales.....(\$1,000)...	8,625	562	Ready-to-wear stores ⁵	2
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
52, 55, 59 ex. 591	Number.....	21	566	Shoe stores.....	4
	Sales.....(\$1,000)...	14,657	564, 569	Other apparel stores.....	..
	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	19	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	8,404	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	55	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	3
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ² ³	6	59 ex. 591	Other retail stores ⁶	11
531	Department stores.....	2	592	Liquor stores.....	1
533	Limited price variety stores.....	3	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	2
			597	Jewelry stores.....	1
54	Food stores.....	9	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

COMPARATIVE STANDARD METROPOLITAN STATISTICAL AREA DATA

As a result of differences in the definition, the 1958 data for the New Haven, Conn., Standard Metropolitan Statistical Area (as presented in Table 3 of this report) are not directly comparable with those for 1954. The following table identifies the town included in the 1958 definition but not in 1954, and provides data for this town. Subtracting these data from those shown in Table 3 will provide 1958 data for the area as defined in 1954.

SIC	Kind of business	Establishments (number)	Sales (\$1,000)
Guilford Town, Connecticut			
	Retail trade, total	83	8,604
52	Lumber, bldg matls, hdwe, farm equip. dealers	5	649
53 part*	General merchandise group stores*	2	(D)
54	Food stores	18	3,007
55 ex. 554	Automotive dealers	2	(D)
55pt(554)	Gasoline service stations	5	545
56	Apparel, accessory stores	3	246
57	Furniture, home furnishings, equipment stores	4	247
58	Eating, drinking places	15	857
59pt(591)	Drug stores, proprietary stores	3	375
59 ex. 591	Other retail stores	24	1,448
53 part*	Nonstore retailers*	2	(D)

Standard Notes: ... Represents zero. (D) Withheld to avoid disclosure.

*Nonstore retailers, part of SIC major group 53, are shown separately in this table.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).--Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).--Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).--Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).--Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).--Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).--Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).--Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).--Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).--Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

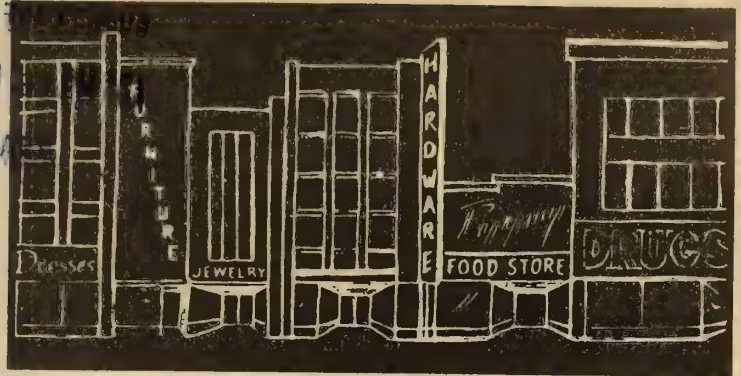
Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

New Orleans, La., Area

1958
Census
of
Business

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Richard M. Scammon, Director (From May 1, 1961)
Robert W. Burgess, Director (To March 3, 1961)



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MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area; Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, New Orleans, La., Area—
BC58-CBD54 (Revised)
Washington, D.C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

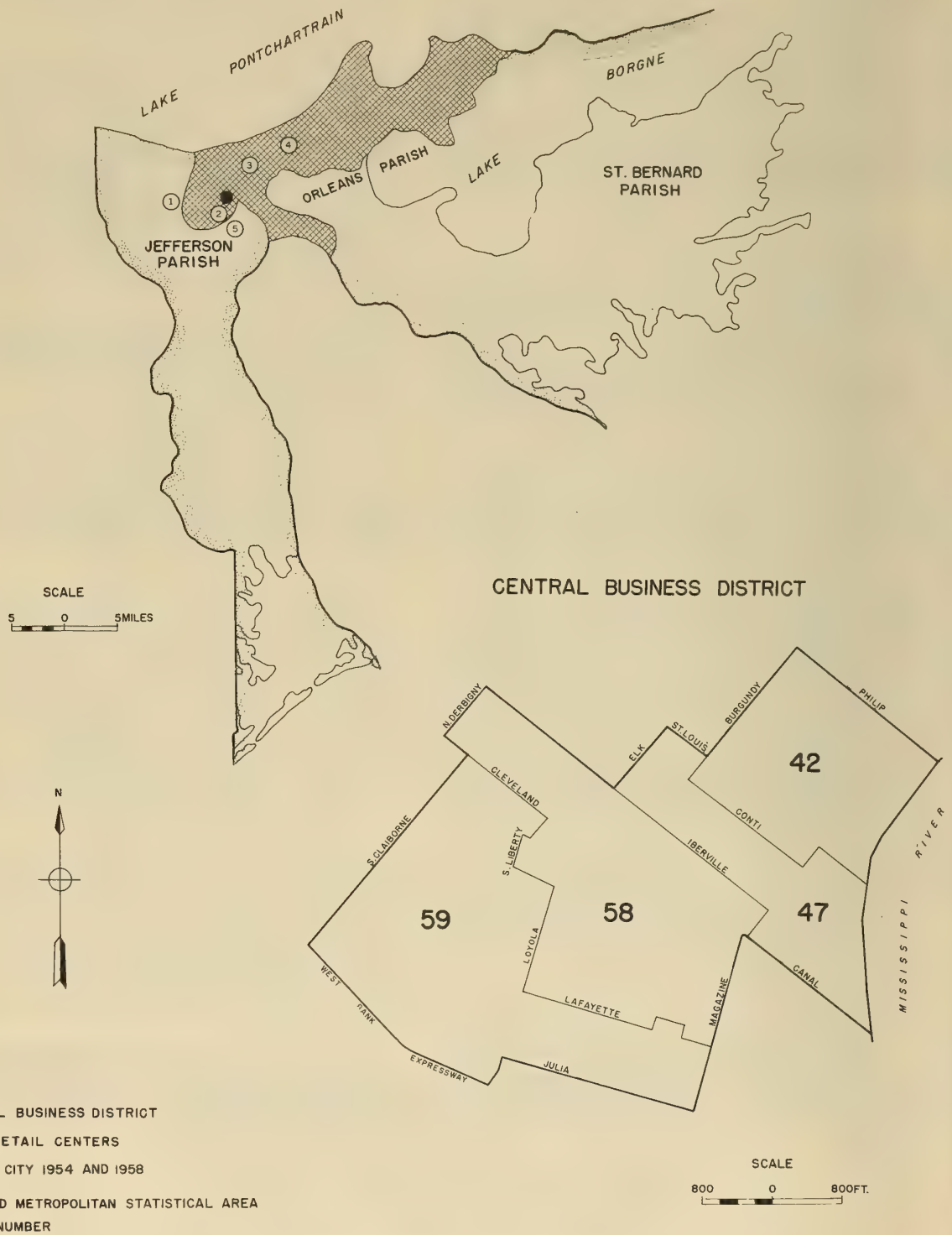
DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF NEW ORLEANS

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	919	261,229	42,732	16,027	13,355	1,058	257,272	40,688
52	Lumber, building materials, hardware, farm equipment dealers.....	10	925	99	35	31	15	2,493	468
5251	Hardware stores.....	(D)	(D)	(D)	(D)	(D)	5	101	11
52 ex. 5251	Other.....	9	877	88	32	28	10	2,392	457
53 part ²	General merchandise group stores ^{2 3}	35	95,410	16,843	6,246	4,320	34	95,218	15,885
531	Department stores.....	7	78,691	14,076	4,947	3,355	6	76,998	13,171
533	Limited price variety stores.....	5	13,270	2,232	1,144	833	7	13,329	2,080
539	Other general merchandise stores.....	23	3,449	535	155	132	21	4,891	634
54	Food stores.....	56	7,698	652	219	197	78	6,618	768
55 ex. 554	Automotive dealers.....	22	29,965	3,468	738	727	23	24,358	2,663
554	Gasoline service stations.....	17	1,459	186	83	83	19	1,951	234
56	Apparel, accessory stores.....	157	53,853	8,317	3,181	2,809	194	52,445	7,331
561, 567	Men's, boys' apparel stores, custom tailors ⁴	64	11,634	1,692	554	483	64	9,146	1,375
562, 563, 568	Women's clothing, specialty stores....	38	22,105	3,291	1,359	1,196	50	21,558	2,391
562	Ready-to-wear stores ⁵	25	21,072	3,131	1,252	1,092	23	18,700	1,985
565	Family clothing stores ⁵	11	10,902	1,912	644	605	13	9,408	1,893
566	Shoe stores.....	37	8,861	1,387	416	333	45	10,309	1,849
564, 569	Other apparel stores.....	7	351	35	208	192	16	1,725	183
57	Furniture, home furnishings, equipment stores.....	44	13,408	2,436	731	703	67	14,863	2,356
5712	Furniture stores ⁴	17	9,678	1,700	518	498	13	8,820	1,476
5713-15, 19	Other home furnishings stores ⁴	10	428	34	21	21	8	1,095	106
572, 573	Household appliance, radio, TV, music stores.....	17	3,302	702	192	184	27	4,773	774
58	Eating, drinking places.....	291	26,059	5,627	3,092	2,907	330	24,976	5,543
5812	Eating places.....	181	19,470	4,504	2,545	2,427	165	16,173	3,678
5813	Drinking places.....	110	6,589	1,123	547	480	165	8,803	1,765
591	Drug stores, proprietary stores.....	21	7,211	1,105	381	341	31	7,820	1,382
59 ex. 591	Other retail stores ⁶	266	25,241	3,999	1,321	1,237	267	26,530	4,158
592	Liquor stores.....	11	1,761	103	35	35	9	2,384	90
594	Book, stationery stores.....	18	1,646	334	112	102	27	2,570	519
595	Sporting goods, bicycle stores.....	4	(D)	(D)	(D)	(D)	4	972	109
597	Jewelry stores.....	46	9,433	1,726	476	455	43	8,256	1,618
5992	Florists.....	5	235	42	23	21	6	474	48
5996	Camera, photographic supply stores....	3	1,679	194	64	62	1	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	50	18,615	5,954	3,270	3,133	48	15,624	4,721
783	Motion picture theaters.....	9	2,262	485	227	203	13	4,104	663

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$5,411,000 of which \$1,905,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

NEW ORLEANS, LA., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF NEW ORLEANS

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	5,688	749,300	89,320	35,763	30,233	5,804	636,930	76,016
52	Lumber, building materials, hardware, farm equipment dealers.....	215	26,169	3,056	886	824	184	20,080	2,516
5251	Hardware stores.....	107	5,343	468	188	161	115	5,242	389
52 ex. 5251	Other.....	108	20,826	2,588	698	663	69	14,838	2,127
53 part ²	General merchandise group stores ^{2 3}	171	122,398	20,335	7,717	5,288	178	113,125	18,169
531	Department stores.....	11	95,856	16,324	5,743	3,821	10	83,669	13,956
533	Limited price variety stores.....	46	19,131	3,065	1,618	1,165	49	20,060	3,002
539	Other general merchandise stores.....	88	(D)	(D)	(D)	(D)	117	9,308	1,211
54	Food stores.....	1,466	186,326	10,226	4,745	3,626	1,665	137,464	8,455
55 ex. 554	Automotive dealers.....	200	100,547	10,042	2,344	2,303	200	93,488	9,033
554	Gasoline service stations.....	450	35,811	3,438	1,581	1,434	384	35,359	3,349
56	Apparel, accessory stores.....	326	67,573	10,012	3,994	3,454	396	60,624	8,255
561, 567	Men's, boys' apparel stores, custom tailors ⁴	82	12,997	1,838	623	538	82	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	84	27,781	4,071	1,719	1,510	93	24,236	2,789
562	Ready-to-wear stores ⁵	62	26,190	3,829	1,573	1,372	50	20,833	2,334
565	Family clothing stores ⁵	41	13,511	2,192	798	714	32	9,772	1,942
566	Shoe stores.....	87	11,967	1,770	583	451	102	13,028	1,785
564, 569	Other apparel stores.....	26	1,209	141	271	241	45	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	261	47,987	7,521	2,008	1,933	250	40,085	5,902
5712	Furniture stores ⁴	106	28,884	4,858	1,217	1,191	87	25,837	3,909
5713-15, 19	Other home furnishings stores ⁴	47	3,947	696	211	199	37	2,871	449
572, 573	Household appliance, radio, TV, music stores.....	108	15,156	1,967	580	543	84	10,365	1,544
58	Eating, drinking places.....	1,678	80,796	14,091	8,191	7,568	1,592	67,161	10,646
5812	Eating places.....	824	53,589	11,193	6,521	6,065	664	37,486	7,188
5813	Drinking places.....	854	27,207	2,898	1,670	1,503	922	29,597	3,458
591	Drug stores, proprietary stores.....	242	34,002	4,229	1,974	1,637	268	28,332	4,095
59 ex. 591	Other retail stores ⁶	675	47,691	6,370	2,323	2,166	687	41,212	5,596
592	Liquor stores.....	107	8,165	459	197	181	105	7,141	316
594	Book, stationery stores.....	34	2,239	415	154	141	40	(D)	(D)
595	Sporting goods, bicycle stores.....	23	1,524	136	49	46	32	2,075	(D)
597	Jewelry stores.....	88	10,841	1,886	535	511	64	8,879	1,700
5992	Florists.....	(NA)	(NA)	(NA)	(NA)	(NA)	67	3,101	(D)
5996	Camera, photographic supply stores....	(NA)	(NA)	(NA)	(NA)	(NA)	3	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	90	(D)	(D)	(D)	(D)	85	17,192	5,139
783	Motion picture theaters.....	61	(D)	(D)	(D)	(D)	57	6,814	1,229

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
NEW ORLEANS STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)
					Total	Full workweek			
		(number)			(number)	(number)	(number)		
RETAIL STORES									
	Retail stores, total ²	7,120	920,173	104,081	41,976	35,530	6,866	734,380	83,853
52	Lumber, building materials, hardware, farm equipment dealers.....	320	34,030	3,847	1,112	1,045	265	28,251	3,342
5251	Hardware stores.....	156	7,387	623	242	211	162	7,465	574
52 ex. 5251	Other.....	164	26,643	3,224	870	834	103	20,786	2,768
53 part ²	General merchandise group stores ^{2 3}	234	134,929	21,982	8,438	5,839	225	115,305	18,339
531	Department stores.....	13	101,544	17,178	6,043	4,055	10	83,669	13,956
533	Limited price variety stores.....	67	22,981	3,585	1,925	1,387	58	20,475	3,051
539	Other general merchandise stores.....	118	(D)	(D)	(D)	(D)	155	11,073	1,332
54	Food stores.....	1,831	258,426	13,900	6,305	4,810	1,999	176,192	10,499
55 ex. 554	Automotive dealers.....	259	125,054	12,293	2,836	2,764	239	(D)	(D)
554	Gasoline service stations.....	646	50,262	4,602	2,154	1,956	506	44,644	4,106
56	Apparel, accessory stores.....	387	73,443	10,685	4,315	3,675	434	(D)	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	88	13,629	1,882	643	554	85	9,830	1,429
562, 563, 568	Women's clothing, specialty stores....	99	29,903	4,299	1,838	1,595	103	24,500	2,815
562	Ready-to-wear stores ⁵	75	28,274	4,057	1,692	1,457	54	21,019	2,360
565	Family clothing stores ⁵	53	14,821	2,388	882	785	43	11,113	2,062
566	Shoe stores.....	104	13,470	1,962	675	495	110	13,495	1,838
564, 569	Other apparel stores.....	29	1,376	154	277	246	47	3,098	(D)
57	Furniture, home furnishings, equipment stores.....	324	54,513	8,459	2,315	2,231	298	43,624	6,328
5712	Furniture stores ⁴	134	33,258	5,522	1,439	1,408	105	28,178	4,191
5713-15, 19	Other home furnishings stores ⁴	60	(D)	(D)	(D)	(D)	42	3,187	507
572, 573	Household appliance, radio, TV, music stores.....	130	16,607	2,151	633	593	107	11,205	1,630
58	Eating, drinking places.....	2,040	96,341	16,468	9,689	8,945	1,846	77,454	12,129
5812	Eating places.....	1,001	63,069	12,963	7,691	7,154	771	43,543	8,179
5813	Drinking places.....	1,039	33,272	3,505	1,998	1,791	1,065	33,775	3,950
591	Drug stores, proprietary stores.....	283	39,052	4,897	2,273	1,899	305	(D)	(D)
59 ex. 591	Other retail stores ⁶	796	54,123	6,948	2,539	2,366	749	44,202	5,861
592	Liquor stores.....	127	9,045	494	215	195	114	7,595	339
594	Book, stationery stores.....	37	2,323	425	158	145	42	2,914	543
595	Sporting goods, bicycle stores.....	30	1,717	142	53	50	36	2,257	231
597	Jewelry stores.....	97	11,333	1,964	566	539	72	9,145	1,731
5992	Florists.....	74	3,741	674	331	312	73	3,206	471
5996	Camera, photographic supply stores....	7	2,301	262	94	88	3	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	94	21,559	6,818	3,740	3,576	88	17,402	5,192
783	Motion picture theaters.....	78	(D)	(D)	(D)	(D)	74	8,260	1,487

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF NEW ORLEANS, THE ENTIRE CITY, AND NEW ORLEANS STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro- politan statistical area	Standard metro- politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	1.5	17.6	28.6	25.3	38.1
52	Lumber, building materials, hardware, farm equipment dealers.....	37.1	30.3	43.5	20.5	28.5
5251	Hardware stores.....	(D)	1.9	(D)	-1.1	(D)
52 ex. 5251	Other.....	(D)	40.4	60.3	28.2	40.1
53 part ²	General merchandise group stores ^{2 3}	0.2	8.2	50.7	17.0	96.7
531	Department stores.....	2.2	14.6	157.3	21.4	242.6
533	Limited price variety stores.....	-0.4	-4.6	-12.9	12.2	35.9
539	Other general merchandise stores.....	-29.5	(D)	(D)	(D)	(D)
54	Food stores.....	16.3	35.5	36.5	46.7	47.9
55 ex. 554	Automotive dealers.....	23.0	7.6	2.1	(D)	(D)
554	Gasoline service stations.....	-25.2	1.3	2.8	12.6	14.3
56	Apparel, accessory stores.....	2.7	11.5	67.7	(D)	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	27.2	(D)	(D)	38.6	191.6
562, 563, 568	Women's clothing, specialty stores.....	1.1	14.6	138.6	22.1	195.0
562	Ready-to-wear stores ⁵	12.7	25.7	139.9	34.5	210.6
565	Family clothing stores ⁵	15.9	38.3	616.7	33.4	129.9
566	Shoe stores.....	-14.0	91.9	14.2	-0.2	44.7
564, 569	Other apparel stores.....	-79.7	(D)	(D)	-55.6	(D)
57	Furniture, home furnishings, equipment stores.....	-9.8	19.7	37.1	25.0	42.9
5712	Furniture stores ⁴	9.7	11.8	12.9	18.0	21.8
5713-15, 19	Other home furnishings stores ⁴	-60.9	37.5	98.1	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	-30.8	46.2	112.0	48.2	106.9
58	Eating, drinking places.....	4.3	20.3	29.8	24.4	33.9
5812	Eating places.....	20.4	43.0	60.1	44.8	59.3
5813	Drinking places.....	-25.2	-8.1	-0.8	-1.5	6.9
591	Drug stores, proprietary stores.....	-7.8	20.0	25.1	(D)	(D)
59 ex. 591	Other retail stores ⁶	-4.9	15.7	52.9	22.4	63.5
592	Liquor stores.....	-26.1	33.0	11.7	37.1	39.8
594	Book, stationery stores.....	-36.0	(D)	(D)	-20.3	96.8
595	Sporting goods, bicycle stores.....	(D)	-26.6	(D)	-23.9	(D)
597	Jewelry stores.....	14.3	22.1	-31.5	23.9	113.7
5992	Florists.....	-50.4	(NA)	(NA)	16.7	28.3
5996	Camera, photographic supply stores.....	(D)	(NA)	(D)	(D)	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	19.1	(D)	(D)	23.9	65.6
783	Motion picture theaters.....	-44.9	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NEW ORLEANS AND OF NEW ORLEANS STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metro- politan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	34.9	40.4	28.4	35.0
52	Lumber, building materials, hardware, farm equipment dealers...	3.5	12.4	2.7	8.8
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	4.2	16.1	3.3	11.5
53 part ²	General merchandise group stores ^{2 3}	78.0	84.2	70.7	82.6
531	Department stores.....	82.1	92.0	77.5	92.0
533	Limited price variety stores.....	69.4	66.4	57.7	65.1
539	Other general merchandise stores.....	(D)	52.5	(D)	44.2
54	Food stores.....	4.1	5.7	3.0	4.3
55 ex. 554	Automotive dealers.....	29.8	26.1	24.0	(D)
554	Gasoline service stations.....	4.1	5.5	2.9	4.4
56	Apparel, accessory stores.....	79.7	86.5	73.3	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	89.5	(D)	85.4	92.8
562, 563, 568	Women's clothing, specialty stores	79.6	89.0	73.9	88.0
562	Ready-to-wear stores ⁵	80.5	89.8	74.5	89.0
565	Family clothing stores ⁵	80.7	96.3	73.6	84.7
566	Shoe stores.....	74.0	79.1	65.8	76.4
564, 569	Other apparel stores.....	29.0	(D)	25.5	61.5
57	Furniture, home furnishings, equipment stores.....	27.9	38.3	24.6	35.2
5712	Furniture stores ⁴	33.5	34.1	29.1	31.3
5713-15, 19	Other home furnishings stores ⁴	10.8	66.2	(D)	62.5
572, 573	Household appliance, radio, TV, music stores.....	21.8	36.2	19.9	32.8
58	Eating, drinking places.....	32.3	37.2	27.0	32.2
5812	Eating places.....	36.3	43.1	30.9	37.1
5813	Drinking places.....	24.2	29.7	19.8	26.1
591	Drug stores, proprietary stores.....	21.2	27.6	18.5	(D)
59 ex. 591	Other retail stores ⁶	52.9	63.1	46.6	58.8
592	Liquor stores.....	21.6	33.4	19.5	31.4
594	Book, stationery stores.....	73.5	(D)	70.9	88.2
595	Sporting goods, bicycle stores.....	(D)	46.8	(D)	43.1
597	Jewelry stores.....	87.0	93.0	83.2	90.3
5992	Florists.....	(NA)	15.3	6.3	14.8
5996	Camera, photographic supply stores.....	(NA)	(D)	8.4	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NEW ORLEANS, THE ENTIRE CITY, AND NEW ORLEANS STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	0.4	1.0	3.5	3.2	3.7	3.8
5251	Hardware stores.....	(D)	0.1	0.7	0.8	0.8	1.0
52 ex. 5251	Other.....	0.3	0.9	2.8	2.3	2.9	2.8
53 part ²	General merchandise group stores ^{2 3}	36.5	37.0	16.3	17.8	14.7	15.7
531	Department stores.....	30.1	29.9	12.8	13.1	11.0	11.4
533	Limited price variety stores.....	5.1	5.2	2.6	3.1	2.5	2.8
539	Other general merchandise stores.....	1.3	1.9	(D)	1.5	(D)	1.5
54	Food stores.....	2.9	2.6	24.9	21.6	28.1	24.0
55 ex. 554	Automotive dealers.....	11.5	9.5	13.4	14.7	13.6	(D)
554	Gasoline service stations.....	0.6	0.8	4.8	5.6	5.5	6.1
56	Apparel, accessory stores.....	20.6	20.4	9.0	9.5	7.9	(D)
561, 567	Men's, boys' apparel stores, custom tailors.....	4.5	3.4	1.7	(D)	1.5	1.3
562, 563, 568	Women's clothing, specialty stores....	8.5	8.4	3.7	3.8	3.3	3.3
562	Ready-to-wear stores ³	8.1	7.3	3.5	3.3	3.1	2.9
565	Family clothing stores ³	4.2	3.7	1.8	1.5	1.6	1.5
566	Shoe Stores.....	3.4	4.0	1.6	2.0	1.5	1.8
564, 569	Other apparel stores.....	0.1	0.9	0.2	(D)	0.1	0.4
57	Furniture, home furnishings, equipment stores.....	5.1	6.0	6.4	6.3	5.9	5.9
5712	Furniture stores.....	3.7	3.4	3.9	4.1	3.6	3.8
5713-15, 19	Other home furnishings stores.....	0.2	1.4	0.5	0.5	(D)	0.4
572, 573	Household appliance, radio, TV, music stores.....	1.2	1.2	2.0	1.6	1.8	1.5
58	Eating, drinking places.....	10.0	9.7	10.8	10.5	10.5	10.5
5812	Eating places.....	7.5	6.3	7.2	5.9	6.9	5.9
5813	Drinking places.....	2.5	3.4	3.6	4.6	3.6	4.6
591	Drug stores, proprietary stores.....	2.8	3.0	4.5	4.4	4.2	(D)
59 ex. 591	Other retail stores ⁶	9.7	10.0	6.4	6.5	5.9	6.0
592	Liquor stores.....	0.7	0.9	1.1	1.1	1.0	1.0
594	Book, stationery stores.....	0.6	1.0	0.3	(D)	0.3	0.4
595	Sporting goods, bicycle stores.....	(D)	0.4	0.2	0.3	0.2	0.3
597	Jewelry stores.....	3.6	3.2	1.4	1.4	1.2	1.2
5992	Florists.....	0.1	0.2	(NA)	0.5	0.4	0.4
5996	Camera, photographic supply stores....	0.1	(D)	(NA)	(D)	0.3	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW ORLEANS STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Airline Highway Shopping Center" on the north side of Airline Highway between Maple Ridge Dr. and North Labarre Rd.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	29	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	30,047	56	Apparel, accessory stores ¹	8
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores....	3
	Number.....	9	562	Ready-to-wear stores ⁵	3
	Sales.....(\$1,000)...	(D)	565	Family clothing stores ⁵	3
			566	Shoe stores.....	3
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	...
	Number.....	14	57	Furniture, home furnishings, equipment stores.....	3
	Sales.....(\$1,000)...	(D)	5712	Furniture stores.....	1
			5713-15, 19	Other home furnishings stores.....	1
52, 55, 599	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	1
	Number.....	6	58	Eating, drinking places.....	4
	Sales.....(\$1,000)...	747	5812	Eating places.....	3
			5813	Drinking places.....	1
52	Retail stores, total ²	29	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	...	59 ex. 591	Other retail stores ⁶	2
	Hardware stores.....	...	592	Liquor stores.....	...
	Other.....	...	594	Book, stationery stores.....	...
5251	General merchandise group stores ^{1 2}	3	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	1	5996	Camera, photographic supply stores.....	...
539	Food stores.....	4			

MRC No. 2.—Includes the stores in the area bounded by Rampart, Erato, Baronne, and St. Andrews Sts.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	69	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	8,499	56	Apparel, accessory stores ¹	19
			561, 567	Men's, boys' apparel stores, custom tailors.....	4
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores....	4
	Number.....	21	562	Ready-to-wear stores ⁵	3
	Sales.....(\$1,000)...	3,275	565	Family clothing stores ⁵	2
			566	Shoe stores.....	8
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	1
	Number.....	35	57	Furniture, home furnishings, equipment stores.....	7
	Sales.....(\$1,000)...	4,286	5712	Furniture stores.....	5
			5713-15, 19	Other home furnishings stores.....	...
52, 55, 599	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	2
	Number.....	13	58	Eating, drinking places.....	11
	Sales.....(\$1,000)...	938	5812	Eating places.....	4
			5813	Drinking places.....	7
52	Retail stores, total ²	69	591	Drug stores, proprietary stores.....	3
	Lumber, building materials, hardware, farm equipment dealers.....	3	59 ex. 591	Other retail stores ⁶	9
	Hardware stores.....	3	592	Liquor stores.....	1
	Other.....	...	594	Book, stationery stores.....	...
5251	General merchandise group stores ^{1 2}	9	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	2
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	7	5996	Camera, photographic supply stores.....	...
539	Food stores.....	7			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW ORLEANS STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the stores in the area bounded by Senate, Elysian Fields Ave., Norman Mayer Ave., and Pauger St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	39			
	Sales.....(\$1,000)...	13,551	554	Gasoline service stations.....	4
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	6
	Number.....	12	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	6,932	562-3, 568	Women's clothing, specialty stores.....	2
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	2
56, 57	Number.....	12	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	5,295	566	Shoe stores.....	2
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	1
	Number.....	15	57	Furniture, home furnishings, equipment stores.....	2
	Sales.....(\$1,000)...	1,324			
		Number of establishments	5712	Furniture stores.....	1
	Retail stores, total ²	39	5713-15,19	Other home furnishings stores.....	...
	Lumber, building materials, hardware, farm equipment dealers.....	1	572, 5732	Household appliance, radio, TV, music stores.....	1
52	Hardware stores.....	1	58	Eating, drinking places.....	5
5251	Other.....	...	5812	Eating places.....	2
52 ex. 5251			5813	Drinking places.....	3
53 part ²	General merchandise group stores ^{1 2}	4	591	Drug stores, proprietary stores.....	3
531	Department stores.....	2	59 ex. 591	Other retail stores ⁶	9
533	Limited price variety stores.....	1	592	Liquor stores.....	1
539	Other general merchandise stores.....	1	594	Book, stationery stores.....	...
			595	Sporting goods, bicycle stores.....	...
54	Food stores.....	4	597	Jewelry stores.....	2
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

MRC No. 4.—Includes the planned center known as "Gentilly Woods Shopping Center" bounded by Stephen Girard Ave., Congress Dr., Chef Menteur Highway, and Press Dr.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	22			
	Sales.....(\$1,000)...	18,246	554	Gasoline service stations.....	1
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	8
	Number.....	7	561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Sales.....(\$1,000)...	2,924	562-3, 568	Women's clothing, specialty stores.....	3
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	3
56, 57	Number.....	12	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	15,050	566	Shoe stores.....	3
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	...
	Number.....	3	57	Furniture, home furnishings, equipment stores.....	1
	Sales.....(\$1,000)...	(D)			
		Number of establishments	5712	Furniture stores.....	1
	Retail stores, total ²	22	5713-15,19	Other home furnishings stores.....	...
	Lumber, building materials, hardware, farm equipment dealers.....	...	572, 5732	Household appliance, radio, TV, music stores.....	...
52	Hardware stores.....	...	58	Eating, drinking places.....	4
5251	Other.....	...	5812	Eating places.....	3
52 ex. 5251			5813	Drinking places.....	...
53 part ²	General merchandise group stores ^{1 2}	3	591	Drug stores, proprietary stores.....	1
531	Department stores.....	1	59 ex. 591	Other retail stores ⁶	1
533	Limited price variety stores.....	2	592	Liquor stores.....	1
539	Other general merchandise stores.....	...	594	Book, stationery stores.....	...
			595	Sporting goods, bicycle stores.....	...
54	Food stores.....	2	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW ORLEANS STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes the planned center known as "Westside Shopping Center" at intersection of West Bank Expressway and Stumpf Blvd. or Franklin St.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	19	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	7,805	56	Apparel, accessory stores ¹	7
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ² 56, 57	Number.....	4	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	2,439	562	Ready-to-wear stores ⁵	2
	Shopping goods stores: ²		565	Family clothing stores ⁵	1
	Number.....	12	566	Shoe stores.....	3
52, 55, 599	Sales.....(\$1,000)...	4,936	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	3	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	430	5713-15, 19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	19	58	Eating, drinking places.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
	Hardware stores.....	...	5813	Drinking places.....	...
5251	Other.....	...	591	Drug stores, proprietary stores.....	1
52 ex. 5251			59 ex. 591	Other retail stores ⁶	1
53 part ²	General merchandise group stores ^{1 2}	4	592	Liquor stores.....	...
531	Department stores.....	1	594	Book, stationery stores.....	...
533	Limited price variety stores.....	1	595	Sporting goods, bicycle stores.....	...
539	Other general merchandise stores.....	2	597	Jewelry stores.....	1
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware, and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).



CENTRAL BUSINESS DISTRICT STATISTICS

New York, N.Y., Area

**1958
Census
of
Business**

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Richard M. Scammon, Director (From May 4, 1961)
Robert W. Burgess, Director (To March 3, 1961)



BUREAU OF THE CENSUS

RICHARD M. SCAMMON, Director (From May 4, 1961)
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ECONOMIC OPERATIONS DIVISION—

M. D. Bingham, Chief
Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

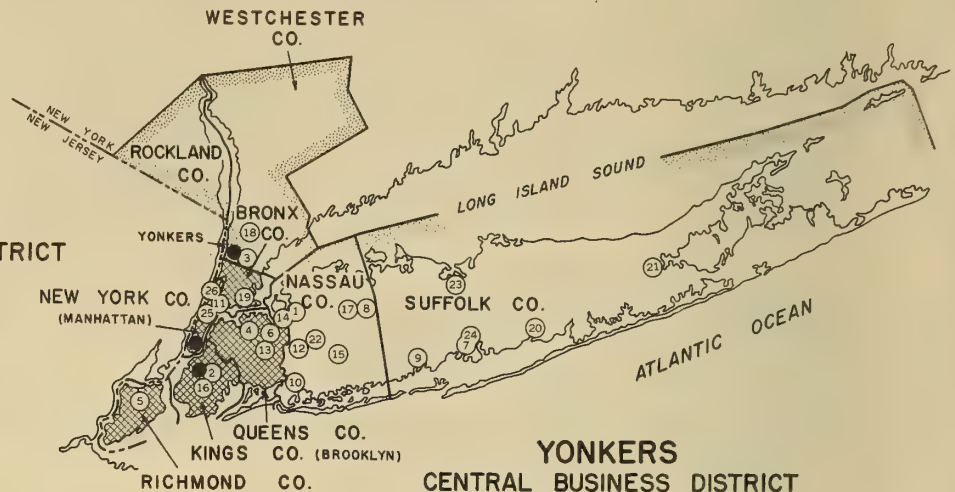
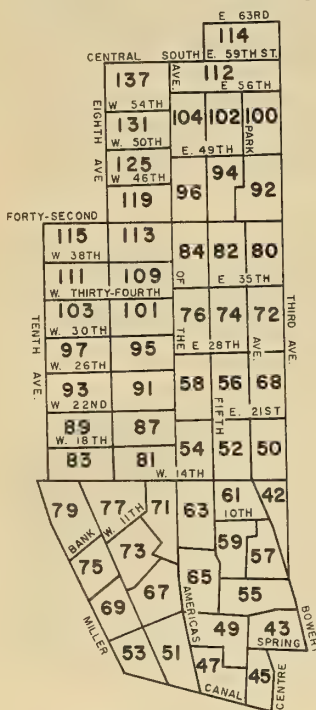
In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

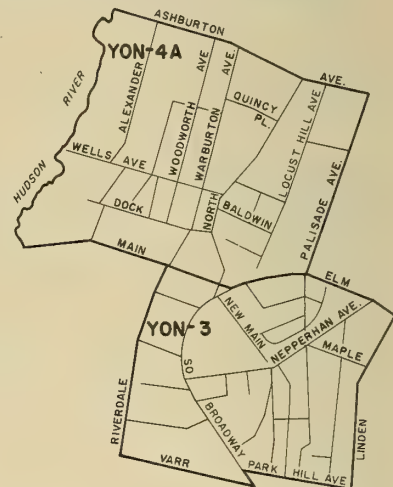
NEW YORK, N.Y.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICTS

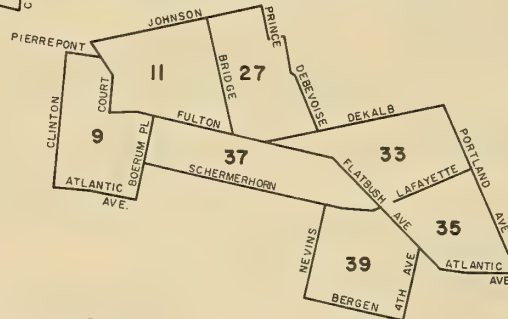
MANHATTAN CENTRAL BUSINESS DISTRICT



YONKERS CENTRAL BUSINESS DISTRICT



BROOKLYN CENTRAL BUSINESS DISTRICT



SCALE
0 400 FT

SCALE
0 800 FT

SCALE
0 400 FT

- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY
- STANDARD METROPOLITAN STATISTICAL AREA
- 9 TRACT NUMBER
- STATE LINE

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF MANHATTAN BOROUGH

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	10,749	2,409,359	432,500	140,667	120,222	10,800	2,229,889	407,086
52	Lumber, building materials, hardware, farm equipment dealers.....	191	27,923	3,651	920	855	193	27,420	4,312
5251	Hardware stores.....	102	14,731	1,968	548	506	105	13,543	2,207
52 ex. 5251	Other.....	89	13,192	1,683	372	349	88	13,877	2,105
53 part ³	General merchandise group stores ³	263	606,471	117,368	38,375	29,216	259	533,163	99,187
531	Department stores.....	9	(D)	(D)	(D)	(D)	12	(D)	(D)
533	Limited price variety stores.....	50	31,428	6,218	3,005	1,702	39	25,943	5,766
539	Other general merchandise stores.....	204	(D)	(D)	(D)	(D)	206	(D)	(D)
54	Food stores.....	992	134,700	11,917	4,031	3,260	963	116,841	11,089
55 ex. 554	Automotive dealers.....	68	69,369	4,730	839	828	53	66,487	4,999
554	Gasoline service stations.....	68	8,596	1,020	335	298	53	5,092	701
56	Apparel, accessory stores.....	2,295	537,599	93,625	26,713	23,173	2,476	562,264	98,908
561, 567	Men's, boys' apparel stores, custom tailors ⁴	733	148,320	26,764	6,493	5,889	421	131,612	23,060
562, 563, 568	Women's clothing, specialty stores....	1,169	302,643	53,427	16,598	14,152	1,008	238,594	44,225
562	Ready-to-wear stores ⁵	725	249,171	44,735	13,977	11,847	422	189,118	36,358
565	Family clothing stores ⁵	43	19,646	3,101	976	883	41	87,660	11,128
566	Shoe stores.....	247	55,970	9,041	2,149	1,831	254	46,780	8,162
564, 569	Other apparel stores.....	83	10,512	1,292	497	418	683	56,280	11,333
57	Furniture, home furnishings, equipment stores.....	718	154,162	18,932	4,367	4,160	818	167,267	23,389
5712	Furniture stores ⁴	252	57,986	7,602	1,504	1,447	172	57,952	9,536
5713-15, 19	Other home furnishings stores ⁴	240	28,255	4,074	1,042	1,018	219	33,104	5,205
572, 573	Household appliance, radio, TV, music stores.....	226	67,921	7,256	1,821	1,695	273	71,353	8,648
58	Eating, drinking places.....	2,902	470,185	124,628	49,691	44,531	2,886	429,324	117,731
5812	Eating places.....	2,357	410,927	114,017	45,230	40,593	2,249	371,560	103,181
5813	Drinking places.....	545	59,258	10,611	4,461	3,938	635	57,680	14,550
591	Drug stores, proprietary stores.....	243	48,234	8,656	2,615	2,240	260	42,312	8,277
59 ex. 591	Other retail stores ⁶	3,009	352,120	47,973	12,781	11,661	2,839	279,719	38,493
592	Liquor stores.....	199	40,738	3,200	730	659	172	32,823	2,778
594	Book, stationery stores.....	339	39,683	6,769	1,831	1,656	361	37,581	5,553
595	Sporting goods, bicycle stores.....	29	14,182	2,915	585	552	34	12,041	1,426
597	Jewelry stores.....	417	54,671	9,152	2,281	2,195	427	53,912	8,928
5992	Florists.....	152	10,694	2,377	650	597	148	9,073	1,957
5996	Camera, photographic supply stores....	78	26,822	2,925	752	723	71	23,827	2,387
SELECTED SERVICES									
7011, 7012	Hotels.....	246	265,723	96,760	31,933	28,779	244	233,709	85,902
783	Motion picture theaters.....	78	45,002	11,238	2,996	2,712	75	40,749	8,990

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$15,819,000, of which \$1,563,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex.591) not covered in any of the lines below.

Table 1B.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF BROOKLYN BOROUGH

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	725	278,666	44,996	15,005	13,679	806	256,923	39,422
52	Lumber, building materials, hardware, farm equipment dealers.....	17	1,436	188	45	42	14	2,157	315
5251	Hardware stores.....	11	1,056	139	33	32	6	1,174	172
52 ex. 5251	Other.....	6	380	49	12	10	8	983	143
53 part ³	General merchandise group stores ³	26	(D)	(D)	(D)	(D)	22	95,844	16,269
531	Department stores.....	2	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	6	(D)	(D)	(D)	(D)	6	6,068	1,045
539	Other general merchandise stores.....	18	1,450	112	42	34	13	(D)	(D)
54	Food stores.....	72	12,281	1,067	419	332	93	13,873	1,259
55 ex. 554	Automotive dealers.....	6	4,811	378	63	60	10	11,367	973
554	Gasoline service stations.....	12	783	86	23	21	12	963	108
56	Apparel, accessory stores.....	146	81,650	13,605	4,220	3,880	179	76,835	10,950
561, 567	Men's, boys' apparel stores, custom tailors ⁴	48	8,900	1,410	383	315	41	9,420	1,296
562, 563, 568	Women's clothing, specialty stores....	42	23,844	4,806	2,051	1,947	47	52,872	7,315
562	Ready-to-wear stores ⁵	25	21,913	4,519	1,943	1,858	19	49,039	6,812
565	Family clothing stores ⁵	8	(D)	(D)	(D)	(D)	10	4,047	722
566	Shoe stores.....	41	9,022	1,393	352	247	54	8,408	1,257
564, 569	Other apparel stores.....	5	(D)	(D)	(D)	(D)	19	2,088	360
57	Furniture, home furnishings, equipment stores.....	56	13,445	1,924	394	373	81	17,807	2,054
5712	Furniture stores ⁴	19	5,367	658	137	127	22	6,142	788
5713-15, 19	Other home furnishings stores ⁴	11	1,200	174	47	46	15	1,561	274
572, 573	Household appliance, radio, TV, music stores.....	26	6,878	1,092	210	200	35	10,000	992
58	Eating, drinking places.....	200	21,376	5,360	2,130	1,813	191	19,226	4,854
5812	Eating places.....	147	18,283	4,719	1,883	1,592	143	15,991	4,140
5813	Drinking places.....	53	3,093	641	247	221	48	3,235	714
591	Drug stores, proprietary stores.....	17	3,468	424	111	95	21	3,012	399
59 ex. 591	Other retail stores ⁶	173	(D)	(D)	(D)	(D)	183	15,839	2,241
592	Liquor stores.....	18	2,084	147	38	34	16	1,493	115
594	Book, stationery stores.....	22	1,458	173	48	39	24	1,045	199
595	Sporting goods, bicycle stores.....	4	258	25	5	4	4	666	79
597	Jewelry stores.....	16	2,557	473	115	112	20	3,110	477
5992	Florists.....	5	145	34	11	10	5	116	11
5996	Camera, photographic supply stores....	6	854	76	22	19	10	852	73
SELECTED SERVICES									
7011, 7012	Hotels.....	6	1,679	743	249	201	4	1,767	720
783	Motion picture theaters.....	5	3,118	653	203	179	9	4,387	912

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,803,000, of which \$439,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 1C.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF YONKERS

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	363	40,870	5,014	1,852	1,503	368	34,455	4,292
52	Lumber, building materials, hardware, farm equipment dealers.....	6	440	75	17	14	7	1,332	152
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)	1	(D)	(D)
52 ex. 5251	Other.....	4	(D)	(D)	(D)	(D)	6	(D)	(D)
53 part ³	General merchandise group stores ³	12	7,330	1,210	577	431	10	4,629	710
531	Department stores.....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
533	Limited price variety stores.....	3	4,082	741	366	224	4	3,021	499
539	Other general merchandise stores.....	8	(D)	(D)	(D)	(D)	5	(D)	(D)
54	Food stores.....	65	9,220	635	199	166	65	6,234	523
55 ex. 554	Automotive dealers.....	6	(D)	(D)	(D)	(D)	4	965	132
554	Gasoline service stations.....	10	767	43	19	18	7	303	35
56	Apparel, accessory stores.....	72	6,688	969	309	248	90	8,402	1,118
561, 567	Men's, boys' apparel stores, custom tailors ⁴	22	1,784	247	52	47	20	2,126	274
562, 563, 568	Women's clothing, specialty stores....	24	2,752	467	166	140	36	3,754	532
562	Ready-to-wear stores ²	16	1,959	344	117	96	18	2,901	427
565	Family clothing stores ²	1	(D)	(D)	(D)	(D)	1	(D)	(D)
566	Shoe stores.....	17	1,506	174	52	39	17	1,593	214
564, 569	Other apparel stores.....	8	(D)	(D)	(D)	(D)	9	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	50	6,586	705	176	164	41	5,234	605
5712	Furniture stores ⁴	14	1,979	277	68	64	11	2,041	274
5713-15, 19	Other home furnishings stores ⁴	18	1,150	112	29	28	13	810	87
572, 573	Household appliance, radio, TV, music stores.....	18	3,457	316	79	72	17	2,383	244
58	Eating, drinking places.....	68	3,637	722	352	283	65	3,085	572
5812	Eating places.....	36	2,348	505	251	208	37	1,712	352
5813	Drinking places.....	31	1,289	217	101	75	28	1,373	220
591	Drug stores, proprietary stores.....	9	558	69	25	21	10	793	88
59 ex. 591	Other retail stores ⁶	65	(D)	(D)	(D)	(D)	69	3,478	357
592	Liquor stores.....	10	613	18	6	5	11	592	26
594	Book, stationery stores.....	13	799	76	31	29	8	393	60
595	Sporting goods, bicycle stores.....	1	(D)	(D)	(D)	(D)	3	(D)	(D)
597	Jewelry stores.....	9	765	110	35	33	11	946	138
5992	Florists.....	4	185	32	10	8	6	153	25
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
783	Motion picture theaters.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$301,000, of which \$140,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex.591) not covered in any of the lines below.

NEW YORK, N.Y., AREA

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Table 2A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF NEW YORK

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	84,581	9,628,353	1,240,458	408,517	344,374	87,209	8,771,333	1,122,823
52	Lumber, building materials, hardware, farm equipment dealers.....	2,537	244,001	29,644	7,339	6,755	2,480	237,304	28,697
5251	Hardware stores.....	1,204	81,991	9,169	2,624	2,361	1,255	80,886	10,045
52 ex. 5251	Other.....	1,333	162,010	20,475	4,715	4,394	1,209	156,248	18,652
53 part ³	General merchandise group stores ³	3,242	1,080,294	189,925	66,930	51,311	3,340	911,047	155,119
531	Department stores.....	28	799,133	151,837	50,310	40,131	31	652,419	114,878
533	Limited price variety stores.....	575	128,341	23,500	11,449	6,746	629	132,784	25,033
539	Other general merchandise stores.....	1,951	139,522	14,588	5,171	4,434	2,624	124,922	15,208
54	Food stores.....	24,991	2,656,473	197,530	63,928	49,828	27,571	2,386,107	176,726
55 ex. 554	Automotive dealers.....	1,271	653,058	55,554	10,946	10,673	1,281	754,081	65,443
554	Gasoline service stations.....	2,866	280,755	29,179	9,667	8,735	2,532	215,061	23,764
56	Apparel, accessory stores.....	10,198	1,264,175	189,382	58,021	49,070	10,736	1,240,919	183,148
561, 567	Men's, boys' apparel stores, custom tailors.....	2,498	317,852	49,895	12,661	11,198	1,599	282,908	43,765
562, 563, 568	Women's clothing, specialty stores....	4,664	556,025	87,289	29,508	24,574	4,711	510,616	78,392
562	Ready-to-wear stores ⁵	1,609	391,285	67,601	22,670	19,095	1,836	366,247	60,042
565	Family clothing stores ⁵	336	144,078	20,042	6,636	6,154	267	165,437	20,176
566	Shoe stores.....	1,750	191,144	27,106	7,044	5,401	1,682	160,702	22,820
564, 569	Other apparel stores.....	758	51,396	5,050	2,172	1,743	1,857	108,056	17,995
57	Furniture, home furnishings, equipment stores.....	5,160	603,979	76,032	18,560	17,472	5,432	624,081	76,794
5712	Furniture stores ⁴	1,577	230,579	31,131	6,917	6,558	1,120	227,870	31,489
5713-15, 19	Other home furnishings stores ⁴	2,018	128,477	16,827	4,649	4,369	1,561	125,118	19,265
572, 573	Household appliance, radio, TV, music stores.....	1,565	245,023	28,074	6,994	6,545	1,647	249,379	26,040
58	Eating, drinking places.....	17,164	1,350,110	305,963	126,588	110,141	16,755	1,201,091	276,023
5812	Eating places.....	11,834	1,049,533	255,892	106,033	92,319	10,897	911,804	219,758
5813	Drinking places.....	5,330	300,577	50,071	20,555	17,822	5,834	288,865	56,265
591	Drug stores, proprietary stores.....	3,235	283,337	38,191	12,085	9,336	3,387	232,625	31,860
59 ex. 591	Other retail stores ⁶	13,917	1,212,171	129,058	34,453	31,053	13,695	969,017	105,249
592	Liquor stores.....	2,030	276,210	19,765	4,942	4,242	1,951	216,517	15,821
594	Book, stationery stores.....	1,384	93,139	12,681	3,575	3,118	1,327	81,224	10,179
595	Sporting goods, bicycle stores.....	298	27,451	3,952	871	809	283	24,331	2,505
597	Jewelry stores.....	1,280	96,516	14,376	3,829	3,648	1,393	92,684	13,570
5992	Florists.....	983	39,944	6,873	2,035	1,842	945	33,147	5,741
5996	Camera, photographic supply stores....	247	47,678	4,755	1,228	1,165	246	38,138	3,749
SELECTED SERVICES									
7011, 7012	Hotels.....	626	347,657	127,215	43,181	38,928	519	304,520	112,387
783	Motion picture theaters.....	417	115,242	30,887	11,024	8,845	475	118,288	28,453

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2B.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
MANHATTAN BOROUGH

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	29,267	4,205,716	668,198	219,920	189,535	30,924	3,926,217	627,242
52	Lumber, building materials, hardware, farm equipment dealers.....	650	68,208	8,835	2,236	2,105	681	68,714	9,268
5251	Hardware stores.....	351	32,967	4,213	1,186	1,111	375	31,447	4,358
52 ex. 5251	Other.....	299	35,241	4,622	1,050	994	304	37,241	4,910
53 part ³	General merchandise group stores ³	995	681,171	127,787	42,092	32,069	1,072	596,607	106,465
531	Department stores.....	11	552,188	109,400	34,593	26,694	14	462,013	83,393
533	Limited price variety stores.....	151	54,479	10,463	4,854	2,940	161	64,891	12,689
539	Other general merchandise stores.....	459	22,550	7,924	2,645	2,435	879	69,355	10,383
54	Food stores.....	5,965	690,239	55,419	17,827	14,620	6,812	636,786	52,138
55 ex. 554	Automotive dealers.....	239	152,619	12,548	2,353	2,304	235	192,807	16,768
554	Gasoline service stations.....	385	45,560	5,269	1,748	1,579	311	35,305	4,909
56	Apparel, accessory stores.....	4,618	718,859	117,867	34,179	29,414	5,079	742,714	123,068
561, 567	Men's, boys' apparel stores, custom tailors ⁴	1,358	208,900	35,294	8,865	7,933	853	193,802	32,020
562, 563, 568	Women's clothing, specialty stores....	2,247	371,019	62,144	19,673	16,690	2,170	298,872	52,432
562	Ready-to-wear stores ⁵	771	280,459	50,503	16,052	13,612	867	220,060	40,667
565	Family clothing stores ⁵	107	28,390	4,368	1,388	1,242	104	99,276	12,893
566	Shoe stores.....	592	88,550	13,847	3,357	2,818	634	74,755	11,941
564, 569	Other apparel stores.....	236	20,348	2,214	896	731	1,082	71,011	13,782
57	Furniture, home furnishings, equipment stores.....	1,902	282,346	36,018	8,522	8,140	2,121	299,617	40,359
5712	Furniture stores ⁴	634	110,117	15,062	3,229	3,116	453	112,273	16,974
5713-15, 19	Other home furnishings stores ⁴	680	53,469	7,381	1,999	1,925	611	58,101	9,440
572, 573	Household appliance, radio, TV, music stores.....	588	118,960	13,575	3,294	3,099	665	120,087	13,945
58	Eating, drinking places.....	7,043	823,707	207,885	84,563	75,707	7,088	737,590	191,861
5812	Eating places.....	5,162	676,601	181,653	73,672	66,091	5,034	600,131	160,374
5813	Drinking places.....	1,881	147,106	26,233	10,891	9,616	2,048	137,341	31,487
591	Drug stores, proprietary stores.....	888	116,858	19,179	5,638	4,793	975	101,132	17,660
59 ex. 591	Other retail stores ⁶	6,582	626,149	77,391	20,762	18,804	6,550	514,945	64,746
592	Liquor stores.....	688	133,217	11,139	2,620	2,337	648	107,012	9,275
594	Book, stationery stores.....	733	66,041	10,274	2,754	2,469	752	61,721	8,934
595	Sporting goods, bicycle stores.....	78	18,650	3,374	708	664	94	17,306	2,076
597	Jewelry stores.....	785	71,761	11,116	2,842	2,728	878	72,639	10,948
5992	Florists.....	407	21,187	4,164	1,170	1,073	405	18,144	3,486
5996	Camera, photographic supply stores....	129	35,033	3,824	980	940	126	30,778	3,211
SELECTED SERVICES									
7011, 7012	Hotels.....	525	330,280	120,095	40,270	36,413	440	288,468	105,915
783	Motion picture theaters.....	170	70,481	17,816	5,952	5,228	171	62,633	14,550

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2C.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
BROOKLYN BOROUGH

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	26,802	2,427,368	254,917	83,627	70,392	27,917	2,170,663	224,062
52	Lumber, building materials, hardware, farm equipment dealers.....	828	72,644	8,576	2,093	1,934	842	70,112	8,055
5251	Hardware stores.....	381	21,548	1,993	606	536	412	(D)	1,790
52 ex. 5251	Other.....	447	51,096	6,583	1,487	1,398	422	(D)	6,265
53 part ³	General merchandise group stores ³	1,247	204,861	29,882	11,165	9,234	1,278	164,866	25,726
531	Department stores.....	5	142,643	22,684	7,890	7,150	5	106,827	18,322
533	Limited price variety stores.....	212	26,939	4,614	2,255	1,302	238	27,259	4,984
539	Other general merchandise stores.....	772	30,669	2,584	1,020	782	1,009	30,448	2,420
54	Food stores.....	9,565	854,194	60,008	19,608	15,595	10,497	753,609	51,649
55 ex. 554	Automotive dealers.....	387	186,610	15,323	3,085	2,991	425	207,921	17,941
554	Gasoline service stations.....	1,012	94,635	10,007	3,263	2,984	914	75,763	8,262
56	Apparel, accessory stores.....	2,896	266,064	35,752	11,587	9,664	3,063	247,518	30,550
561, 567	Men's, boys' apparel stores, custom tailors ⁴	579	51,381	6,880	1,772	1,523	392	44,398	5,853
562, 563, 568	Women's clothing, specialty stores....	1,284	99,628	14,003	5,574	4,669	1,409	125,428	15,429
562	Ready-to-wear stores ⁵	434	62,723	9,970	4,039	3,513	512	90,562	11,967
565	Family clothing stores ⁵	111	49,609	7,211	1,896	1,737	75	10,662	1,453
566	Shoe stores.....	603	47,927	6,134	1,662	1,185	546	42,928	5,390
564, 569	Other apparel stores.....	263	16,237	1,524	683	550	429	20,062	2,425
57	Furniture, home furnishings, equipment stores.....	1,570	157,520	18,985	4,836	4,503	1,678	154,640	16,670
5712	Furniture stores ⁴	481	57,758	7,416	1,795	1,693	337	54,642	6,972
5713-15, 19	Other home furnishings stores ⁴	668	34,990	4,035	1,129	1,040	413	25,410	3,705
572, 573	Household appliance, radio, TV, music stores.....	421	64,772	7,534	1,912	1,770	478	67,156	5,993
58	Eating, drinking places.....	4,807	235,559	43,580	18,859	15,719	4,549	214,689	39,661
5812	Eating places.....	3,304	169,325	33,091	14,493	11,959	2,888	148,202	28,355
5813	Drinking places.....	1,503	66,234	10,489	4,366	3,760	1,653	66,375	11,306
591	Drug stores, proprietary stores.....	1,156	78,474	8,712	3,016	2,205	1,198	60,725	6,346
59 ex. 591	Other retail stores ⁶	3,334	276,807	24,092	6,115	5,563	3,473	220,820	19,202
592	Liquor stores.....	574	65,131	4,022	1,043	891	575	50,237	2,991
594	Book, stationery stores.....	246	10,473	864	283	218	273	9,051	720
595	Sporting goods, bicycle stores.....	98	3,703	213	58	55	81	2,884	186
597	Jewelry stores.....	216	10,850	1,475	472	447	258	10,192	1,297
5992	Florists.....	246	7,739	1,134	358	322	250	6,923	1,094
5996	Camera, photographic supply stores....	55	7,149	430	112	106	57	3,661	213
SELECTED SERVICES									
7011, 7012	Hotels.....	48	9,865	4,202	1,535	1,207	34	10,332	4,480
783	Motion picture theaters.....	108	20,505	6,110	2,301	1,691	148	28,078	7,145

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2D.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF YONKERS

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,710	231,189	24,289	8,896	6,774	1,661	161,798	15,731
52	Lumber, building materials, hardware, farm equipment dealers.....	66	6,419	798	245	201	50	5,795	615
5251	Hardware stores.....	25	1,677	209	68	56	18	2,051	181
52 ex. 5251	Other.....	41	4,742	589	177	145	32	3,744	434
53 part ³	General merchandise group stores ³	50	34,554	4,406	1,904	1,201	50	6,585	936
531	Department stores.....	3	26,026	3,042	1,280	783	1	(D)	(D)
533	Limited price variety stores.....	10	6,014	1,117	544	348	10	3,740	629
539	Other general merchandise stores.....	31	2,412	247	80	70	39	(D)	(D)
54	Food stores.....	418	65,148	4,455	1,421	995	462	52,436	3,576
55 ex. 554	Automotive dealers.....	60	29,173	2,387	471	465	47	28,810	2,385
554	Gasoline service stations.....	143	12,081	896	323	274	118	8,885	659
56	Apparel, accessory stores.....	178	19,622	2,570	896	703	186	15,821	2,008
561, 567	Men's, boys' apparel stores, custom tailors ⁴	40	4,227	603	137	126	26	2,884	370
562, 563, 568	Women's clothing, specialty stores.....	71	7,984	1,084	446	358	78	7,342	947
562	Ready-to-wear stores ⁵	30	4,944	655	288	226	38	5,803	768
565	Family clothing stores ⁵	8	(D)	114	65	55	5	659	59
566	Shoe stores.....	37	4,514	600	182	118	38	3,226	421
564, 569	Other apparel stores.....	18	1,404	169	66	46	27	1,438	211
57	Furniture, home furnishings, equipment stores.....	103	14,939	1,627	386	358	107	9,676	997
5712	Furniture stores ⁴	30	3,379	533	117	108	23	2,962	358
5713-15, 19	Other home furnishings stores ⁴	42	2,858	287	62	58	27	1,844	260
572, 573	Household appliance, radio, TV, music stores.....	31	8,102	807	207	192	41	4,622	379
58	Eating, drinking places.....	319	23,041	4,827	2,543	2,017	299	14,995	2,794
5812	Eating places.....	176	17,819	4,023	2,207	1,730	163	9,729	1,922
5813	Drinking places.....	143	5,222	804	336	287	136	5,266	872
591	Drug stores, proprietary stores.....	71	6,923	691	249	182	73	4,343	450
59 ex. 591	Other retail stores ⁶	302	19,289	1,632	458	378	269	14,452	1,311
592	Liquor stores.....	54	4,805	207	83	51	44	3,280	248
594	Book, stationery stores.....	58	2,191	198	78	69	57	1,817	91
595	Sporting goods, bicycle stores.....	14	1,042	127	43	31	13	841	100
597	Jewelry stores.....	27	1,163	135	42	40	23	1,106	147
5992	Florists.....	12	262	164	26	21	11	587	151
5996	Camera, photographic supply stores....	3	413	35	8	8	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	2	(D)	(D)	(D)	(D)	4	(D)	(D)
783	Motion picture theaters.....	4	(D)	(D)	(D)	(D)	11	1,245	318

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	109,143	13,217,962	1,621,115	531,387	444,035	109,009	11,433,852	1,389,909
52	Lumber, building materials, hardware, farm equipment dealers.....	3,976	435,373	53,004	12,775	11,719	3,654	434,929	51,993
5251	Hardware stores.....	1,700	123,821	14,190	3,949	3,517	1,714	129,171	16,270
52 ex. 5251	Other.....	2,276	311,552	38,814	8,826	8,202	1,922	304,220	35,723
53 part ³	General merchandise group stores ³	4,062	1,493,509	241,511	88,447	67,246	4,024	1,079,392	177,426
531	Department stores.....	66	1,084,741	185,001	64,025	50,677	54	740,797	126,372
533	Limited price variety stores.....	824	197,279	35,461	17,112	10,301	842	180,282	32,618
539	Other general merchandise stores.....	2,366	194,473	21,049	7,310	6,268	3,068	157,373	18,436
54	Food stores.....	29,663	3,668,942	273,745	87,807	66,893	31,998	3,131,133	232,139
55 ex. 554	Automotive dealers.....	2,391	1,172,273	100,607	20,196	19,693	2,233	1,212,887	104,836
554	Gasoline service stations.....	5,485	507,201	47,670	16,150	14,261	4,705	361,156	34,983
56	Apparel, accessory stores.....	12,496	1,531,605	224,249	69,783	58,564	12,958	1,445,959	207,824
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2,919	362,307	55,888	14,236	12,529	1,931	319,000	48,013
562, 563, 568	Women's clothing, specialty stores....	5,684	674,583	103,065	35,418	29,498	5,721	612,695	91,242
562	Ready-to-wear stores ⁵	2,082	481,589	80,138	27,388	23,073	2,383	446,566	70,420
565	Family clothing stores ⁵	452	182,304	24,634	8,342	7,572	332	178,854	21,500
566	Shoe stores.....	2,225	240,861	34,046	8,959	6,728	2,087	195,698	27,349
564, 569	Other apparel stores.....	980	66,794	6,616	2,828	2,237	2,137	123,596	19,720
57	Furniture, home furnishings, equipment stores.....	6,873	803,461	101,537	25,157	23,693	6,854	767,605	94,977
5712	Furniture stores ⁶	2,079	295,785	40,509	9,273	8,799	1,407	274,758	38,004
5713-15, 19	Other home furnishings stores ⁶	2,610	174,078	23,186	6,234	5,844	1,958	156,536	24,376
572, 573	Household appliance, radio, TV, music stores.....	2,184	333,598	37,842	9,650	9,050	2,157	311,343	32,597
58	Eating, drinking places.....	21,933	1,631,670	361,741	150,622	129,956	21,008	1,415,279	315,384
5812	Eating places.....	15,062	1,268,752	302,813	126,212	108,917	13,577	1,067,085	250,313
5813	Drinking places.....	6,871	362,918	58,928	24,410	21,039	7,403	347,704	65,071
591	Drug stores, proprietary stores.....	4,137	381,896	50,647	16,104	12,252	4,153	298,866	39,296
59 ex. 591	Other retail stores ⁶	18,127	1,592,032	166,404	44,346	39,758	17,422	1,286,646	131,051
592	Liquor stores.....	2,685	355,940	24,138	6,198	5,219	2,570	273,177	18,591
594	Book, stationery stores.....	1,904	124,239	15,350	4,604	3,924	1,777	103,066	16,551
595	Sporting goods, bicycle stores.....	544	40,152	5,145	1,230	1,114	499	33,813	4,231
597	Jewelry stores.....	1,541	110,066	16,203	4,330	4,122	1,628	104,601	15,022
5992	Florists.....	1,227	51,534	8,867	2,648	2,364	1,171	43,201	7,619
5996	Camera, photographic supply stores....	333	56,882	5,620	1,479	1,397	308	42,626	4,129
SELECTED SERVICES									
7011, 7012	Hotels.....	845	366,653	133,155	44,909	40,399	710	319,338	116,443
783	Motion picture theaters.....	538	133,202	34,894	12,844	9,886	591	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958: CENTRAL BUSINESS DISTRICT OF MANHATTAN BOROUGH, MANHATTAN BOROUGH, NEW YORK CITY, AND THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹						
		Central business district of Manhattan Borough	Manhattan Borough	Manhattan Borough less central business district	Entire City of New York	New York City less Manhattan Borough central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less Manhattan Borough central business district
	RETAIL STORES							
	Retail stores, total ³	8.0	7.1	5.9	9.8	10.4	15.6	17.4
52	Lumber, building materials, hardware, farm equipment dealers.....	1.8	-0.8	-2.4	3.2	3.0	0.1	0
5251	Hardware stores.....	8.8	4.8	1.9	1.5	-0.1	-4.2	-5.7
52 ex. 5251	Other.....	-4.9	-5.4	-5.6	4.1	4.5	2.4	2.8
53 part ³	General merchandise group stores ³	13.7	14.2	17.7	(D)	25.4	38.4	62.3
531	Department stores.....	(D)	19.5	(D)	(D)	(D)	46.4	(D)
533	Limited price variety stores.....	21.1	-16.0	-40.8	(D)	-9.3	9.4	7.4
539	Other general merchandise stores.....	(D)	-67.5	(D)	(D)	(D)	23.6	(D)
54	Food stores.....	15.3	8.3	6.8	11.5	11.1	17.2	17.2
55 ex. 554	Automotive dealers.....	4.3	-20.8	-34.1	-12.7	-15.1	-3.4	-3.8
554	Gasoline service stations.....	68.8	29.0	22.3	30.8	29.6	40.4	40.0
56	Apparel, accessory stores.....	-4.4	-3.2	0.4	1.6	7.1	5.9	12.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	12.7	7.8	-2.6	13.0	12.1	13.6	14.2
562, 563, 568	Women's clothing, specialty stores....	26.8	24.1	13.4	16.3	-6.9	10.1	-0.6
562	Ready-to-wear stores ⁵	31.8	27.4	1.1	16.4	-19.8	7.8	-9.8
565	Family clothing stores ⁵	-77.6	-71.4	-24.8	-35.0	60.0	1.9	78.4
566	Shoe stores.....	19.6	18.4	16.4	19.6	18.7	23.1	24.2
564, 569	Other apparel stores.....	-81.3	-71.3	-33.2	-52.1	-21.0	-46.0	-16.4
57	Furniture, home furnishings, equipment stores.....	-7.8	-5.8	-3.1	-2.6	-1.5	4.7	8.1
5712	Furniture stores ⁴	0.1	-1.9	-4.0	1.6	1.5	7.7	9.7
5713-15, 19	Other home furnishings stores ⁴	-14.6	-8.0	0.9	3.0	8.9	11.2	18.1
572, 573	Household appliance, radio, TV, music stores.....	-4.8	-0.9	4.7	-0.5	-0.5	7.1	10.7
58	Eating, drinking places.....	9.5	11.7	14.7	12.4	14.0	15.3	17.8
5812	Eating places.....	10.6	12.7	16.2	15.1	18.2	18.9	23.3
5813	Drinking places.....	2.7	7.1	10.2	4.2	4.4	4.4	4.7
591	Drug stores, proprietary stores.....	14.0	15.5	16.7	21.9	23.6	27.8	30.1
59 ex. 591	Other retail stores ⁶	25.9	21.6	16.4	25.2	24.8	22.7	23.1
592	Liquor stores.....	24.1	24.4	24.7	27.5	28.2	30.3	31.1
594	Book, stationery stores.....	5.6	7.0	9.2	14.3	22.5	20.5	29.1
595	Sporting goods, bicycle stores.....	17.8	7.8	-15.1	14.9	8.0	18.7	19.3
597	Jewelry stores.....	1.4	-1.2	-8.8	4.9	7.9	5.2	9.3
5992	Florists.....	17.9	16.8	15.7	20.5	21.5	19.3	19.7
5996	Camera, photographic supply stores....	12.6	13.8	18.1	25.6	45.7	33.4	59.9
	SELECTED SERVICES							
7011, 7012	Hotels.....	13.7	14.5	17.9	14.3	15.7	14.9	17.9
783	Motion picture theaters.....	10.4	12.5	16.4	-1.6	-9.4	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4B.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958: CENTRAL BUSINESS DISTRICT OF BROOKLYN BOROUGH, BROOKLYN BOROUGH, NEW YORK CITY, AND THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹						
		Central business district of Brooklyn Borough	Brooklyn Borough	Brooklyn Borough less central business district	Entire city of New York	New York City less Brooklyn Borough central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less Brooklyn Borough central business district
	RETAIL STORES							
	Retail stores, total ³	8.5	11.8	12.3	9.8	9.8	15.6	15.8
52	Lumber, building materials, hardware, farm equipment dealers.....	-33.4	3.6	4.8	3.2	3.2	0.1	0.3
5251	Hardware stores.....	-10.1	(D)	(D)	1.5	1.5	-4.2	-4.1
52 ex. 5251	Other.....	-61.3	(D)	(D)	4.1	4.1	2.4	2.6
53 part ³	General merchandise group stores ³	(D)	24.3	(D)	17.8	(D)	38.4	(D)
531	Department stores.....	(D)	33.5	(D)	(D)	(D)	46.4	(D)
533	Limited price variety stores.....	(D)	-1.2	(D)	(D)	(D)	9.4	(D)
539	Other general merchandise stores.....	(D)	0.7	(D)	(D)	(D)	23.6	(D)
54	Food stores.....	-11.5	13.3	13.8	11.5	11.5	17.2	17.3
55 ex. 554	Automotive dealers.....	-57.7	-10.2	-7.5	-12.7	-12.7	-3.4	-2.8
554	Gasoline service stations.....	-18.7	24.9	25.5	30.8	30.8	40.4	4.6
56	Apparel, accessory stores.....	6.3	7.3	7.8	1.6	1.6	5.9	5.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-5.6	15.7	21.5	13.0	13.0	13.6	14.2
562, 563, 568	Women's clothing, specialty stores....	-54.9	-20.6	4.4	16.3	16.3	10.1	16.2
562	Ready-to-wear stores ⁵	-55.3	-30.7	-1.7	16.4	16.4	7.8	15.6
565	Family clothing stores ⁵	(D)	365.2	(D)	-35.0	-35.0	1.9	(D)
566	Shoe stores.....	7.3	11.6	12.7	19.6	19.6	23.1	23.8
564, 569	Other apparel stores.....	(D)	-19.1	(D)	-52.1	-52.1	-46.0	(D)
57	Furniture, home furnishings, equipment stores.....	-24.5	1.9	5.3	-2.6	-2.6	4.7	5.4
5712	Furniture stores ⁴	-12.6	5.7	8.0	1.6	1.6	7.7	8.1
5713-15, 19	Other home furnishings stores ⁴	-23.1	37.7	41.7	3.0	3.0	11.2	11.6
572, 573	Household appliance, radio, TV, music stores.....	-31.2	-3.5	1.3	-0.5	-0.5	7.1	8.4
58	Eating, drinking places.....	11.2	9.7	9.6	12.4	12.4	15.3	15.3
5812	Eating places.....	14.3	14.3	14.2	15.1	15.1	18.9	19.0
5813	Drinking places.....	-4.4	-0.2	0.0	4.2	4.2	4.4	4.5
591	Drug stores, proprietary stores.....	15.1	29.2	30.0	21.9	21.9	27.8	27.9
59 ex. 591	Other retail stores ⁶	(D)	25.3	(D)	25.2	(D)	22.7	(D)
592	Liquor stores.....	39.6	29.6	29.3	27.5	27.5	30.3	30.2
594	Book, stationery stores.....	39.5	6.4	12.6	14.3	14.3	20.5	20.3
595	Sporting goods, bicycle stores.....	-61.3	28.4	55.3	14.9	14.9	18.7	20.4
597	Jewelry stores.....	-17.8	15.7	17.1	4.9	4.9	5.2	5.9
5992	Florists.....	25.0	11.8	11.6	20.5	20.5	19.3	19.3
5996	Camera, photographic supply stores....	0.2	95.3	124.1	25.6	25.6	33.4	34.1
	SELECTED SERVICES							
7011, 7012	Hotels.....	-5.0	-4.5	-4.4	14.2	14.3	14.8	14.9
783	Motion picture theaters.....	-28.9	-27.0	-26.6	-2.6	-1.6	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 40.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF YONKERS, THE ENTIRE CITY, AND NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	18.6	42.9	49.5	15.6	15.6
52	Lumber, building materials, hardware, farm equipment dealers.....	-67.0	10.8	34.0	0.1	0.3
5251	Hardware stores.....	(D)	-18.2	(D)	-4.2	(D)
52 ex. 5251	Other.....	(D)	26.7	(D)	2.4	(D)
53 part ³	General merchandise group stores ³	58.3	424.7	1,291.8	38.4	38.3
531	Department stores.....	(D)	(D)	(D)	46.4	(D)
533	Limited price variety stores.....	35.1	60.8	168.7	9.4	9.0
539	Other general merchandise stores.....	(D)	(D)	(D)	23.6	(D)
54	Food stores.....	47.9	24.2	21.1	17.2	17.1
55 ex. 554	Automotive dealers.....	(D)	1.3	(D)	-3.4	(D)
554	Gasoline service stations.....	153.1	36.0	31.8	40.4	40.3
56	Apparel, accessory stores.....	-20.4	24.0	74.3	5.9	6.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-16.1	46.6	122.3	13.6	13.8
562, 563, 568	Women's clothing, specialty stores.....	-26.7	8.7	45.8	10.1	10.3
562	Ready-to-wear stores ⁵	-32.5	-14.8	2.9	7.8	8.1
565	Family clothing stores ⁵	(D)	(D)	(D)	1.9	(D)
566	Shoe stores.....	-5.5	39.9	84.2	23.1	23.3
564, 569	Other apparel stores.....	(D)	-2.4	(D)	-46.0	(D)
57	Furniture, home furnishings, equipment stores.....	25.8	54.4	88.1	4.7	4.5
5712	Furniture stores ⁴	-3.0	14.1	52.0	7.7	7.7
5713-15, 19	Other home furnishings stores ⁴	42.0	55.0	65.2	11.2	11.0
572, 573	Household appliance, radio, TV, music stores.....	45.1	75.3	107.5	7.1	6.9
58	Eating, drinking places.....	17.9	53.7	62.9	15.3	15.3
5812	Eating places.....	37.1	83.2	93.0	18.9	18.9
5813	Drinking places.....	-6.1	-0.8	1.0	4.4	4.4
591	Drug stores, proprietary stores.....	-29.6	59.4	79.3	27.8	27.9
59 ex. 591	Other retail stores ⁶	(D)	33.5	(D)	22.7	(D)
592	Liquor stores.....	3.5	46.5	56.0	30.3	30.4
594	Book, stationery stores.....	103.3	20.6	-2.3	20.5	20.2
595	Sporting goods, bicycle stores.....	(D)	23.9	(D)	18.7	(D)
597	Jewelry stores.....	-19.1	5.2	148.8	5.2	5.4
5992	Florists.....	20.9	-55.4	-89.6	19.3	19.3
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	33.4	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	(D)	(D)	(D)	14.9	(D)
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent change.⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 5A.—RETAIL STORES: 1958 AND 1954—MANHATTAN BOROUGH CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MANHATTAN BOROUGH, NEW YORK CITY, AND OF THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of Manhattan Borough sales in central business district ¹		Percent of New York City sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	57.3	56.8	25.0	25.4	18.2	19.5
52	Lumber, building materials, hardware, farm equipment dealers.....	40.9	39.9	11.4	11.6	6.4	6.3
5251	Hardware stores.....	44.7	43.1	18.0	16.7	11.9	10.5
52 ex. 5251	Other.....	37.4	37.3	8.1	8.9	4.2	4.6
53 part ³	General merchandise group stores ³	89.0	89.4	56.1	58.5	40.6	49.4
531	Department stores.....	(D)	(D)	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	57.7	40.0	24.5	19.5	15.9	14.4
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	19.5	18.3	5.1	4.9	3.7	3.7
55 ex. 554	Automotive dealers.....	45.4	34.5	10.6	8.8	5.9	5.5
554	Gasoline service stations.....	18.9	14.4	3.1	2.4	1.7	1.4
56	Apparel, accessory stores.....	95.6	75.7	42.5	45.3	35.1	38.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	63.2	67.9	46.7	46.5	23.2	41.3
562, 563, 568	Women's clothing, specialty stores.....	71.0	79.8	54.4	46.7	40.9	38.9
562	Ready-to-wear stores ⁵	69.2	85.9	63.7	51.6	10.8	42.3
565	Family clothing stores ⁵	81.6	88.3	13.6	53.0	44.9	48.7
566	Shoe stores.....	88.8	62.6	29.3	29.1	51.7	23.9
564, 569	Other apparel stores.....	51.7	79.3	20.5	52.1	15.7	45.5
57	Furniture, home furnishings, equipment stores.....	54.6	55.8	25.5	26.8	19.2	21.8
5712	Furniture stores ⁴	52.7	51.6	25.1	25.4	19.6	21.1
5713-15, 19	Other home furnishings stores ⁴	52.8	57.0	22.0	26.4	16.2	21.1
572, 573	Household appliance, radio, TV, music stores.....	57.1	59.4	27.7	28.6	20.4	22.9
58	Eating, drinking places.....	57.1	58.2	34.8	35.7	28.8	30.3
5812	Eating places.....	60.7	61.9	39.1	40.7	32.4	34.8
5813	Drinking places.....	40.2	42.0	19.7	20.0	16.3	16.6
591	Drug stores, proprietary stores.....	41.2	41.8	17.0	18.2	12.6	14.2
59 ex. 591	Other retail stores ⁶	56.2	54.3	29.0	28.9	22.1	21.7
592	Liquor stores.....	30.6	30.7	14.7	15.2	11.4	12.0
594	Book, stationery stores.....	60.1	60.9	42.6	46.3	31.9	36.5
595	Sporting goods, bicycle stores.....	76.0	69.6	51.7	49.5	35.3	35.6
597	Jewelry stores.....	76.2	74.2	56.6	58.2	49.7	51.5
5992	Florists.....	50.4	50.0	26.8	27.4	20.8	21.0
5996	Camera, photographic supply stores.....	76.6	77.4	56.3	62.5	47.2	55.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ...Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5B.—RETAIL STORES: 1958 AND 1954—BROOKLYN BOROUGH CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF BROOKLYN BOROUGH, NEW YORK CITY, AND OF THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of Brooklyn Borough sales in central business district ¹		Percent of New York City sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	11.5	11.8	2.9	2.9	2.1	2.2
52	Lumber, building materials, hardware, farm equipment dealers.....	2.0	3.1	0.6	0.9	0.3	0.5
5251	Hardware stores.....	4.9	(D)	1.3	1.5	0.9	0.9
52 ex. 5251	Other.....	0.7	(D)	0.2	0.6	0.1	0.3
53 part ³	General merchandise groups stores ³	(D)	58.1	(D)	10.5	(D)	8.9
531	Department stores.....	(D)	(D)	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	(D)	22.3	(D)	4.6	(D)	3.4
539	Other general merchandise stores.....	4.7	(D)	1.0	(D)	0.7	(D)
54	Food stores.....	1.4	1.8	0.5	0.6	0.3	0.4
55 ex. 554	Automotive dealers.....	2.6	5.5	0.7	1.5	0.4	0.9
554	Gasoline service stations.....	0.8	1.3	0.3	0.4	0.2	0.3
56	Apparel, accessory stores.....	30.7	31.0	6.4	6.2	5.3	5.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	17.3	21.2	2.8	3.3	2.5	3.0
562,563,568	Women's clothing, specialty stores.....	23.9	42.2	4.2	10.4	3.5	8.6
562	Ready-to-wear stores ⁵	34.9	54.1	5.6	13.4	4.6	11.0
565	Family clothing stores ⁵	(D)	38.0	(D)	2.4	(D)	2.3
566	Shoe stores.....	18.8	19.6	4.7	5.2	3.7	4.3
564, 569	Other apparel stores.....	(D)	10.4	(D)	1.9	(D)	1.7
57	Furniture, home furnishings, equipment stores..	8.5	11.5	2.2	2.9	1.7	2.3
5712	Furniture stores ⁴	9.3	11.2	2.3	2.7	1.8	2.2
5713-15, 19	Other home furnishings stores ⁴	3.4	6.1	0.9	1.2	0.7	1.0
572, 573	Household appliance, radio, TV, music stores	10.6	14.9	2.8	4.0	2.1	3.2
58	Eating, drinking places.....	9.1	9.0	1.6	1.6	1.3	1.4
5812	Eating places.....	10.8	10.8	1.7	1.8	1.4	1.5
5813	Drinking places.....	4.7	4.9	1.0	1.1	0.9	0.9
591	Drug stores, proprietary stores.....	4.4	5.0	1.2	1.3	0.9	1.0
59 ex. 591	Other retail stores ⁶	(D)	7.2	(D)	1.6	(D)	1.2
592	Liquor stores.....	3.2	3.0	0.8	0.7	0.6	0.5
594	Book, stationery stores.....	13.9	11.5	1.6	1.3	1.2	1.0
595	Sporting goods, bicycle stores.....	7.0	23.1	0.9	2.7	0.6	2.0
597	Jewelry stores.....	23.6	30.5	2.6	3.4	2.3	3.0
5992	Florists.....	1.9	1.7	0.4	0.3	0.3	0.3
5996	Camera, photographic supply stores.....	11.9	23.3	1.8	2.2	1.5	2.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 50.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF YONKERS AND OF NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	17.7	21.3	0.3	0.3
52	Lumber, building materials, hardware, farm equipment dealers...	6.9	23.0	0.1	0.3
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	21.2	70.3	0.5	0.4
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	67.9	80.8	2.1	1.7
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	14.2	11.9	0.3	0.2
55 ex. 554	Automotive dealers.....	(D)	3.3	(D)	0.1
554	Gasoline service stations.....	6.3	3.4	0.2	0.1
56	Apparel, accessory stores.....	34.1	53.1	0.4	0.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	42.2	73.7	0.5	0.7
562, 563, 568	Women's clothing, specialty stores.....	34.5	51.1	0.4	0.6
562	Ready-to-wear stores ⁵	39.6	50.0	0.4	0.6
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	33.4	49.4	0.6	0.8
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	44.1	54.1	0.8	0.7
5712	Furniture stores ⁴	58.6	68.9	0.7	0.7
5713-15, 19	Other home furnishings stores ⁴	40.2	43.9	0.7	0.5
572, 573	Household appliance, radio, TV, music stores.....	42.7	51.6	1.0	0.8
58	Eating, drinking places.....	15.8	20.6	0.2	0.2
5812	Eating places.....	13.2	17.6	0.2	0.2
5813	Drinking places.....	24.7	26.1	0.4	0.4
591	Drug stores, proprietary stores.....	8.1	18.3	0.1	0.3
59 ex. 591	Other retail stores ⁶	(D)	24.1	(D)	0.3
592	Liquor stores.....	12.8	18.0	0.2	0.2
594	Book, stationery stores.....	36.5	21.6	0.6	0.4
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	65.8	85.5	0.7	0.9
5992	Florists.....	70.6	26.1	0.4	0.4
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6A.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS: CENTRAL BUSINESS DISTRICT OF MANHATTAN BOROUGH, MANHATTAN BOROUGH, NEW YORK CITY, AND THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district of Manhattan Borough ¹		Manhattan Borough ¹		Entire city of New York ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954	1958	1954
	RETAIL STORES								
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.2	1.2	1.6	1.8	2.5	2.7	3.3	3.8
5251	Hardware stores.....	0.6	0.6	0.8	0.8	0.8	0.9	0.9	1.1
52 ex. 5251	Other.....	0.5	0.6	0.8	0.9	1.7	1.8	2.4	2.7
53 part ³	General merchandise group stores ³	25.2	23.9	16.2	15.2	11.2	10.4	11.3	9.4
531	Department stores.....	(D)	(D)	13.1	11.8	8.3	7.4	8.2	6.5
533	Limited price variety stores.....	1.3	1.2	1.3	1.7	1.3	1.5	1.5	1.6
539	Other general merchandise stores.....	(D)	(D)	0.5	1.8	1.4	1.4	1.5	1.4
54	Food stores.....	5.6	5.2	16.4	16.2	27.7	27.2	27.8	27.4
55 ex. 554	Automotive dealers.....	2.9	3.0	3.6	4.9	6.8	8.6	8.9	10.6
554	Gasoline service stations.....	0.3	0.2	1.1	0.9	2.9	2.5	3.8	3.2
56	Apparel, accessory stores.....	22.3	25.2	17.1	18.9	13.1	14.1	11.6	12.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	6.2	5.9	5.0	4.9	3.3	3.2	2.7	2.8
562, 563, 568	Women's clothing, specialty stores....	12.6	10.7	8.8	7.6	5.9	5.8	5.1	5.4
562	Ready-to-wear stores ⁵	10.3	8.4	6.7	5.6	4.1	4.2	3.6	3.9
565	Family clothing stores ⁵	0.8	3.9	0.7	2.5	1.5	1.9	1.4	1.6
566	Shoe stores.....	2.3	2.2	2.1	1.9	1.9	1.8	1.8	1.7
564, 569	Other apparel stores.....	0.4	2.5	0.5	1.8	0.5	1.2	0.5	1.1
57	Furniture, home furnishings, equipment stores.....	6.4	7.5	6.7	7.6	6.3	7.1	6.1	6.7
5712	Furniture stores ⁴	2.4	2.7	2.6	2.9	2.4	2.6	2.2	2.4
5713-15, 19	Other home furnishings stores ⁴	1.2	1.5	1.3	1.5	1.4	1.4	1.3	2.4
572, 573	Household appliance, radio, TV, music stores.....	2.8	3.3	2.8	3.2	2.5	2.8	2.5	2.7
58	Eating, drinking places.....	19.5	19.3	19.6	18.8	14.0	13.7	12.3	12.4
5812	Eating places.....	17.1	16.7	16.1	15.3	10.9	10.4	9.6	9.3
5813	Drinking places.....	2.4	2.6	3.5	3.5	3.1	3.3	2.7	3.0
591	Drug stores, proprietary stores.....	2.0	1.9	2.8	2.6	2.9	2.7	2.9	2.6
59 ex. 591	Other retail stores ⁶	14.6	12.6	14.9	13.1	12.6	11.0	12.0	11.3
592	Liquor stores.....	1.7	1.5	3.2	2.7	2.9	2.5	2.7	2.4
594	Book, stationery stores.....	1.6	1.7	1.6	1.6	0.9	0.9	0.9	0.9
595	Sporting goods, bicycle stores.....	0.6	0.5	0.4	0.4	0.3	0.3	0.3	0.3
597	Jewelry stores.....	2.2	2.4	1.7	1.9	1.0	1.1	0.8	0.9
5992	Florists.....	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4
5996	Camera, photographic supply stores....	1.1	1.1	0.8	0.8	0.5	0.4	0.4	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6B.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS: CENTRAL BUSINESS DISTRICT OF BROOKLYN BOROUGH, BROOKLYN BOROUGH, NEW YORK CITY, AND THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district of Brooklyn Borough ¹		Brooklyn Borough ¹		Entire city of New York ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954	1958	1954
	RETAIL STORES								
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	0.5	0.8	3.0	3.2	2.5	2.7	3.3	3.8
5251	Hardware stores.....	0.4	0.5	0.9	(D)	0.8	0.9	0.9	1.1
52 ex. 5251	Other.....	0.1	0.4	2.1	(D)	1.7	1.8	2.4	2.7
53 part ³	General merchandise group stores ³	(D)	37.3	8.4	7.6	11.2	10.4	11.3	9.4
531	Department stores.....	(D)	(D)	5.9	4.9	8.3	7.4	8.2	6.5
533	Limited price variety stores.....	(D)	2.4	1.1	1.3	1.3	1.5	1.5	1.6
539	Other general merchandise stores.....	0.5	(D)	1.3	1.4	1.4	1.4	1.5	1.4
54	Food stores.....	4.4	5.4	35.2	34.7	27.7	27.2	27.8	27.4
55 ex. 554	Automotive dealers.....	1.7	4.4	7.7	9.6	6.8	8.6	8.9	10.6
554	Gasoline service stations.....	0.3	0.4	3.9	3.5	2.9	2.5	3.8	3.2
56	Apparel, accessory stores.....	29.3	29.9	11.0	11.4	13.1	14.1	11.6	12.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.2	3.7	2.1	2.0	3.3	3.2	2.7	2.8
562, 563, 568	Women's clothing, specialty stores....	8.6	20.6	4.1	5.8	5.9	5.8	5.1	5.4
562	Ready-to-wear stores ⁵	7.9	19.1	2.6	4.2	4.1	4.2	3.6	3.9
565	Family clothing stores ⁵	(D)	1.6	2.0	0.5	1.5	1.9	1.4	1.6
566	Shoe stores.....	3.2	3.3	2.0	2.0	1.9	1.8	1.8	1.7
564, 569	Other apparel stores.....	(D)	0.8	0.7	0.9	0.5	1.2	0.5	1.1
57	Furniture, home furnishings, equipment stores.....	4.8	6.9	6.5	7.1	6.3	7.1	6.1	6.7
5712	Furniture stores ⁴	1.9	2.4	2.4	2.5	2.4	2.6	2.2	2.4
5713-15, 19	Other home furnishings stores ⁴	0.4	0.6	1.4	1.2	1.4	1.4	1.3	1.4
572, 573	Household appliance, radio, TV, music stores.....	2.5	3.9	2.7	3.1	2.5	2.8	2.5	2.7
58	Eating, drinking places.....	7.7	7.5	9.7	9.9	14.0	13.7	12.3	12.4
5812	Eating places.....	6.6	6.2	7.0	6.8	10.9	10.4	9.6	9.3
5813	Drinking places.....	1.1	1.3	2.7	3.1	3.1	3.3	2.7	3.0
591	Drug stores, proprietary stores.....	1.2	1.2	3.2	2.8	2.9	2.7	2.9	2.6
59 ex. 591	Other retail stores ⁶	(D)	6.2	11.4	10.2	12.6	11.0	12.0	11.3
592	Liquor stores.....	0.7	0.6	2.7	2.3	2.9	2.5	2.7	2.4
594	Book, stationery stores.....	0.5	0.4	0.4	0.4	0.9	0.9	0.9	0.9
595	Sporting goods, bicycle stores.....	0.1	0.3	0.2	0.1	0.3	0.3	0.3	0.3
597	Jewelry stores.....	0.9	1.2	0.4	0.5	1.0	1.1	0.8	0.9
5992	Florists.....	0.0	0.0	0.3	0.3	0.4	0.4	0.4	0.4
5996	Camera, photographic supply stores....	0.3	0.3	0.3	0.2	0.5	0.4	0.4	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6C.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF YONKERS, THE ENTIRE CITY, AND NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.1	3.9	2.8	3.6	3.3	3.8
5251	Hardware stores.....	(D)	(D)	0.7	1.3	0.9	1.1
52 ex. 5251	Other.....	(D)	(D)	2.1	2.3	2.4	2.7
53 part ³	General merchandise group stores ³	17.9	13.4	14.9	4.1	11.3	9.4
531	Department stores.....	(D)	(D)	11.3	(D)	8.2	6.5
533	Limited price variety stores.....	10.0	8.8	2.6	2.3	1.5	1.6
539	Other general merchandise stores.....	(D)	(D)	1.0	(D)	1.5	1.4
54	Food stores.....	22.5	18.1	28.2	32.4	27.8	27.4
55 ex. 554	Automotive dealers.....	(D)	2.8	12.6	17.8	8.9	10.6
554	Gasoline service stations.....	1.8	0.9	5.2	5.5	3.8	3.2
56	Apparel, accessory stores.....	16.4	24.4	8.5	9.8	11.6	12.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.4	6.2	1.8	1.8	2.7	2.8
562, 563, 568	Women's clothing, specialty stores....	6.7	10.9	3.5	4.5	5.1	5.4
562	Ready-to-wear stores ⁵	4.8	8.4	2.1	3.6	3.6	3.9
565	Family clothing stores ⁵	(D)	(D)	(D)	0.4	1.4	1.6
566	Shoe stores.....	3.7	4.6	2.0	2.0	1.8	1.7
564, 569	Other apparel stores.....	(D)	(D)	0.6	0.9	0.5	1.1
57	Furniture, home furnishings, equipment stores.....	16.1	15.2	6.5	6.0	6.1	6.7
5712	Furniture stores ⁴	4.8	5.9	1.5	1.8	2.2	2.4
5713-15, 19	Other home furnishings stores ⁴	2.8	2.4	1.2	1.1	1.3	1.4
572, 573	Household appliance, radio, TV, music stores.....	8.5	6.9	3.5	2.9	2.5	2.7
58	Eating, drinking places.....	8.9	9.0	10.0	9.3	12.3	12.4
5812	Eating places.....	5.7	5.0	7.7	6.0	9.6	9.3
5813	Drinking places.....	3.2	4.0	2.3	3.3	2.7	3.0
591	Drug stores, proprietary stores.....	1.4	2.3	3.0	2.7	2.9	2.6
59 ex. 591	Other retail stores ⁶	(D)	10.0	8.3	8.8	12.0	11.3
592	Liquor stores.....	1.5	1.7	2.1	2.0	2.7	2.4
594	Book, stationery stores.....	(D)	1.1	0.9	1.1	0.9	0.9
595	Sporting goods, bicycle stores.....	1.9	(D)	0.5	0.5	0.3	0.3
597	Jewelry stores.....	2.0	2.7	0.5	0.7	0.8	0.9
5992	Florists.....	0.5	0.4	0.1	0.4	0.4	0.4
5996	Camera, photographic supply stores....	(D)	(D)	0.2	(D)	0.4	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Americana" and other stores from 1900-2124 Northern Blvd.
(North Hempstead Town, Nassau County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	25	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	18,124	56	Apparel, accessory stores ²	9
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	9	562-3, 568	Women's clothing, specialty stores.....	5
	Sales.....(\$1,000)...	4,943	562	Ready-to-wear stores ³	5
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ³
	Number.....	12	566	Shoe stores.....	4
	Sales.....(\$1,000)...	12,756	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	4	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	425	5713-15,19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	25	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	5	5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes stores on Broadway from Willoughby Ave. to Koskiusko Ave., and on Reid Ave. from Broadway to DeKalb Ave.
(Brooklyn)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	50	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	11,178	56	Apparel, accessory stores ²	6
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	21	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	2,707	562	Ready-to-wear stores ³
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ³	2
	Number.....	18	566	Shoe stores.....	1
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	8
	Number.....	11	5712	Furniture stores.....	4
	Sales.....(\$1,000)...	(D)	5713-15,19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	50	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	5
5251	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	10
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	3
			5992	Florists.....	...
54	Food stores.....	11	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Cross County" bounded by Cross County Parkway, Kimball Ave., Vredenburg Ave., Mile Sq., and N. Y. State Thruway (Yonkers)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	54	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	40,458	56	Apparel, accessory stores ²	22
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
53 part, ³ 56, 57	Number.....	6	562-3, 568	Women's clothing, specialty stores.....	9
	Sales.....(\$1,000)...	2,141	562	Ready-to-wear stores ⁵	5
	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	30	566	Shoe stores.....	9
52, 55, 59 ex. 591	Sales.....(\$1,000)...	35,649	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	18	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	2,668	5713-15,19	Other home furnishings stores.....	2
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	54	58	Eating, drinking places.....	5
	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	5
	Hardware stores.....	3	5813	Drinking places.....	...
5251	Other.....	2	591	Drug stores, proprietary stores.....	...
52 ex. 5251	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	11
53 part ³	Department stores.....	2	592	Liquor stores.....	1
531	Limited price variety stores.....	1	594	Book, stationery stores.....	...
533	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	1
539			597	Jewelry stores.....	1
54	Food stores.....	1	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

MRC No. 4.—Includes stores on Main St. from Northern Blvd. to Maple Ave., on Northern Blvd. from Prince St. to Bowne Ave., and on Roosevelt Ave. from Prince St. to Union Blvd. (Flushing)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	6
	Number.....	259	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	60,620	56	Apparel, accessory stores ²	72
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	20
53 part, ³ 56, 57	Number.....	78	562-3, 568	Women's clothing, specialty stores.....	25
	Sales.....(\$1,000)...	12,758	562	Ready-to-wear stores.....	10
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	118	566	Shoe stores.....	20
52, 55, 59 ex. 591	Sales.....(\$1,000)...	35,991	564, 569	Other apparel stores.....	6
	All other stores:		57	Furniture, home furnishings, equipment stores.....	30
	Number.....	63	5712	Furniture stores.....	9
	Sales.....(\$1,000)...	11,871	5713-15,19	Other home furnishings stores.....	10
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	11
	Retail stores, total ³	259	58	Eating, drinking places.....	35
	Lumber, building materials, hardware, farm equipment dealers.....	9	5812	Eating places.....	26
	Hardware stores.....	2	5813	Drinking places.....	9
5251	Other.....	7	591	Drug stores, proprietary stores.....	8
52 ex. 5251	General merchandise group stores ^{2 3}	16	59 ex. 591	Other retail stores ⁶	46
53 part ³	Department stores.....	3	592	Liquor stores.....	3
531	Limited price variety stores.....	4	594	Book, stationery stores.....	2
533	Other general merchandise stores.....	9	595	Sporting goods, bicycle stores.....	1
539			597	Jewelry stores.....	7
54	Food stores.....	35	5992	Florists.....	4
			5996	Camera, photographic supply stores.....	2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes the planned center known as "Staten Island Plaza" and other stores on Barrett Ave. from Forest Ave. to Palmers Run, and on Forest Ave. from Hamlin Pl. to Decker Ave. (Richmond Borough)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	42	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	17,289	56	Apparel, accessory stores ²	10
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	15	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	8,117	562	Ready-to-wear stores ⁵	1
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	17	566	Shoe stores.....	5
52, 55, 59 ex. 591	Sales.....(\$1,000)...	8,577	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	10	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	595	5713-15,19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	42	58	Eating, drinking places.....	5
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
	5251 Hardware stores.....	...	5813	Drinking places.....	3
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	7
531	Department stores.....	2	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	8	597	Jewelry stores.....	1
			5992	Florists.....	2
			5996	Camera, photographic supply stores.....	1

MRC No. 6.—Includes the planned center known as "Fresh Meadows Shopping Center" and other stores on Horace Harding Blvd. from 185th St. to 194th St., and on 188th and 190th Sts. from Horace Harding Blvd. to 64th Ave. (Queens Borough)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	31	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	12,280	56	Apparel, accessory stores ²	10
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	7	562-3, 568	Women's clothing, specialty stores....	4
	Sales.....(\$1,000)...	2,229	562	Ready-to-wear stores ⁵	2
	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	14	566	Shoe stores.....	4
52, 55, 59 ex. 591	Sales.....(\$1,000)...	9,184	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	10	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	867	5713-15,19	Other home furnishings stores.....	1
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	31	58	Eating, drinking places.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
	5251 Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	8
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	3	597	Jewelry stores.....	1
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 7.—Includes the planned center known as "Great Bayshore Shopping Center" and the store on Montauk Hwy. (Main St.) from Brentwood Rd. to Degnon Blvd. (Islip, Suffolk County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	24	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	6,630	56	Apparel, accessory stores ²	1
			561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	...
	Number.....	11	562	Ready-to-wear stores ³
	Sales.....(\$1,000)...	3,108	565	Family clothing stores ⁵
			566	Shoe stores.....	...
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	...
	Number.....	4	57	Furniture, home furnishings, equipment stores.....	1
	Sales.....(\$1,000)...	2,650	5712	Furniture stores.....	1
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	...
	Number.....	9	58	Eating, drinking places.....	2
	Sales.....(\$1,000)...	872	5812	Eating places.....	2
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	24	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	1
	Hardware stores.....	...	592	Liquor stores.....	...
	Other.....	1	594	Book, stationery stores.....	...
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	2	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	...
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	...
54	Food stores.....	8			

MRC No. 8.—Includes the planned centers known as "Great Midway" and "Plainview" and other stores from 300-499 on South Oyster Bay Rd, and from 300-399 Woodbury Rd. (Oyster Bay, Nassau County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	55	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	17,034	56	Apparel, accessory stores ²	14
			561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	6
	Number.....	22	562	Ready-to-wear stores ³	2
	Sales.....(\$1,000)...	10,453	565	Family clothing stores ⁵
			566	Shoe stores.....	6
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	1
	Number.....	23	57	Furniture, home furnishings, equipment stores.....	4
	Sales.....(\$1,000)...	4,718	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	2
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	2
	Number.....	10	58	Eating, drinking places.....	4
	Sales.....(\$1,000)...	1,863	5812	Eating places.....	2
			5813	Drinking places.....	2
5251 52 ex. 5251	Retail stores, total ³	55	591	Drug stores, proprietary stores.....	3
	Lumber, building materials, hardware, farm equipment dealers.....	2	59 ex. 591	Other retail stores ⁶	4
	Hardware stores.....	...	592	Liquor stores.....	...
	Other.....	2	594	Book, stationery stores.....	2
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	5	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	3	5992	Florists.....	...
	Other general merchandise stores.....	1	5996	Camera, photographic supply stores.....	...
54	Food stores.....	15			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 9.—Includes the planned center known as "Great South Bay" and other stores along Montauk Hwy. (Main St.) from Phyllis Dr. to Little East Neck Rd. (Lindenhurst Village and Babylon Town, Suffolk County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	50	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	29,349	56	Apparel, accessory stores ²	14
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	16	562-3, 568	Women's clothing, specialty stores....	5
	Sales.....(\$1,000)...	4,993	562	Ready-to-wear stores ⁵	2
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵	1
56, 57	Number.....	23	566	Shoe stores.....	6
	Sales.....(\$1,000)...	20,486	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	5
59 ex. 591	Number.....	11	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	3,870	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	50	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	3
5251	Hardware stores.....	...	5813	Drinking places.....	3
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	2	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	9	5992	Florists.....	...
			5996	Camera, photographic supply stores....	...

MRC No. 10.—Includes the planned center known as "Green Acres Shopping Center" and other stores in the area bounded by Sunrise Hwy., Green Acres Rd. East, Green Acres Rd., and Green Acres Rd. West (In Valley Stream Village and Hempstead Town, Nassau County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	55	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	36,034	56	Apparel, accessory stores ²	18
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	5
	Number.....	14	562-3, 568	Women's clothing, specialty stores....	7
	Sales.....(\$1,000)...	9,787	562	Ready-to-wear stores ⁵	4
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	28	566	Shoe stores.....	6
	Sales.....(\$1,000)...	24,092	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	5
59 ex. 591	Number.....	13	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	2,155	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	55	58	Eating, drinking places.....	5
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	5
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	2	592	Liquor stores.....	...
533	Limited price variety stores.....	3	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	8	5992	Florists.....	...
			5996	Camera, photographic supply stores....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 11.—Includes stores on Melrose Ave. from East 149th to East 150th Sts., on Willis Ave. from East 148th to East 150th Sts., on Third Ave. from East 148th to East 157th Sts., and on 149th St. from Morris to Brook Aves. (Bronx Borough)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	232	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	68,339			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	74
	Number.....	60	561, 567	Men's, boys' apparel stores, custom tailors.....	21
	Sales.....(\$1,000)...	6,469	562-3, 568	Women's clothing, specialty stores.....	30
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ³	17
56, 57	Number.....	118	565	Family clothing stores ⁵	2
	Sales.....(\$1,000)...	53,460	566	Shoe stores.....	16
			564, 569	Other apparel stores.....	5
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	36
59 ex. 591	Number.....	54	5712	Furniture stores.....	8
	Sales.....(\$1,000)...	8,410	5713-15, 19	Other home furnishings stores.....	7
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	21
	Retail stores, total ³	232	58	Eating, drinking places.....	34
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	25
5251	Hardware stores.....	1	5813	Drinking places.....	9
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ^{2 3}	8	59 ex. 591	Other retail stores ⁶	50
531	Department stores.....	1	592	Liquor stores.....	4
533	Limited price variety stores.....	3	594	Book, stationery stores.....	4
539	Other general merchandise stores.....	4	595	Sporting goods, bicycle stores.....	4
			597	Jewelry stores.....	4
54	Food stores.....	22	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

MRC No. 12.—Includes the planned center known as "Hempstead Village" on Hempstead Turnpike from Stratford Rd. to Maplewood St. (Hempstead Town, Nassau County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	46	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	30,061			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	2
	Number.....	14	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Sales.....(\$1,000)...	2,692	562-3, 568	Women's clothing, specialty stores.....	...
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ³
56, 57	Number.....	21	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	(D)	566	Shoe stores.....	2
			564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	11
59 ex. 591	Number.....	11	5712	Furniture stores.....	5
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	3
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	46	58	Eating, drinking places.....	8
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	6
5251	Hardware stores.....	1	5813	Drinking places.....	2
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	8	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	5	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 13.—Includes stores on Jamaica Ave. from 146th St. to 172d St., on Sutphin Blvd. from 89th Ave. to 92d Ave., on Parsons Blvd. from 90th Ave. to Jamaica Ave., on 160th St. from 90th Ave. to Archer Ave., on New York Blvd. from Jamaica Ave. to Archer Ave., on 164th St. from 89th Ave. to 91st Ave., on 165th St. from 88th Ave. to Chapin Ct. (Tilly Ave.), on Merrick Blvd. (166th St.) from 91st Ave. to Douglas Ave., and on 168th St. from 91st Ave. to Jamaica Ave. (Queens Borough)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	481	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	134,812	56	Apparel, accessory stores ²	176
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	45
	Number.....	121	562-3, 568	Women's clothing, specialty stores....	66
	Sales.....(\$1,000)...	15,610	562	Ready-to-wear stores ³	36
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ³	7
	Number.....	269	566	Shoe stores.....	43
	Sales.....(\$1,000)...	109,504	564, 569	Other apparel stores.....	15
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	69
	Number.....	91	5712	Furniture stores.....	26
	Sales.....(\$1,000)...	9,698	5713-15, 19	Other home furnishings stores.....	23
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	20
	Retail stores, total ³	481	58	Eating, drinking places.....	58
52	Lumber, building materials, hardware, farm equipment dealers.....	15	5812	Eating places.....	49
5251	Hardware stores.....	4	5813	Drinking places.....	9
52 ex. 5251	Other.....	11	591	Drug stores, proprietary stores.....	11
53 part ³	General merchandise group stores ^{2 3}	24	59 ex. 591	Other retail stores ⁶	74
531	Department stores.....	3	592	Liquor stores.....	7
533	Limited price variety stores.....	7	594	Book, stationery stores.....	7
539	Other general merchandise stores.....	14	595	Sporting goods, bicycle stores.....	4
			597	Jewelry stores.....	21
			5992	Florists.....	6
54	Food stores.....	52	5996	Camera, photographic supply stores....	1

MRC No. 14.—Includes the planned center known as "Lake Success" on Union Turnpike from Lakeville Rd. to New Hyde Park Ave. (North Hempstead, Nassau County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	23	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	18,957	56	Apparel, accessory stores ²	7
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	9	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³	2
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ³
	Number.....	12	566	Shoe stores.....	3
	Sales.....(\$1,000)...	14,843	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	2	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	23	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	3
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	1
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	5	5996	Camera, photographic supply stores....	...

Standard Notes: (D)—Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 15.—Includes the planned centers known as "Center Island" and "Leavittown" on Hempstead-Bethpage Turnpike from Division Ave. to Gardners Ave.—Jerusalem Ave. (Hampstead, Nassau County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	5
	Number.....	80			
	Sales.....(\$1,000)...	29,464	554	Gasoline service stations.....	5
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	19
	Number.....	19	561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Sales.....(\$1,000)...	6,834	562-3, 568	Women's clothing, specialty stores.....	4
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ²	1
56, 57	Number.....	34	565	Family clothing stores ²	1
	Sales.....(\$1,000)...	16,200	566	Shoe stores.....	9
			564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	9
59 ex. 591	Number.....	27	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	6,430	5713-15, 19	Other home furnishings stores.....	4
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	80	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	3
5251	Hardware stores.....	1	5813	Drinking places.....	3
52 ex. 5251	Other.....	4	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ^{2 3}	6	59 ex. 591	Other retail stores ⁶	12
531	Department stores.....	1	592	Liquor stores.....	3
533	Limited price variety stores.....	3	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	9	5996	Camera, photographic supply stores.....	2

MRC No. 16.—Includes stores on Flatbush Ave. from Parkside Ave. to Avenue D-Ditmas Ave., and on Church Ave., Tilden Ave., and Beverly Rd. from Flatbush Ave. to Bedford Ave. (Brooklyn Borough)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	329			
	Sales.....(\$1,000)...	67,702	554	Gasoline service stations.....	...
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	91
	Number.....	111	561, 567	Men's, boys' apparel stores, custom tailors.....	21
	Sales.....(\$1,000)...	17,204	562-3, 568	Women's clothing, specialty stores.....	40
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ²	18
56, 57	Number.....	162	565	Family clothing stores ²
	Sales.....(\$1,000)...	47,097	566	Shoe stores.....	24
			564, 569	Other apparel stores.....	6
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	48
59 ex. 591	Number.....	56	5712	Furniture stores.....	18
	Sales.....(\$1,000)...	3,401	5713-15, 19	Other home furnishings stores.....	14
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	16
	Retail stores, total ³	329	58	Eating, drinking places.....	40
52	Lumber, building materials, hardware, farm equipment dealers.....	6	5812	Eating places.....	36
5251	Hardware stores.....	3	5813	Drinking places.....	4
52 ex. 5251	Other.....	3	591	Drug stores, proprietary stores.....	8
53 part ³	General merchandise group stores ^{2 3}	23	59 ex. 591	Other retail stores ⁶	49
531	Department stores.....	2	592	Liquor stores.....	3
533	Limited price variety stores.....	7	594	Book, stationery stores.....	6
539	Other general merchandise stores.....	14	595	Sporting goods, bicycle stores.....	4
			597	Jewelry stores.....	5
			5992	Florists.....	3
54	Food stores.....	63	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments, which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 17.—Includes the planned center known as "Mid Island Plaza" on Broadway from James St. to Nevada St. (Oyster Bay Town, Nassau County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	55	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	30,657	56	Apparel, accessory stores ²	22
54, 58, 591	Convenience goods stores:	15	561, 567	Men's, boys' apparel stores, custom tailors.....	5
	Number.....	5,643	562-3, 568	Women's clothing, specialty stores.....	8
	Sales.....(\$1,000)...		562	Ready-to-wear stores ⁵	7
53 part, ³	Shopping goods stores: ³	30	565	Family clothing stores ⁵
56, 57	Number.....	24,352	566	Shoe stores.....	9
	Sales.....(\$1,000)...		564, 569	Other apparel stores.....	...
52, 55,	All other stores:	10	57	Furniture, home furnishings, equipment stores.....	6
59 ex. 591	Number.....	662	5712	Furniture stores.....	2
	Sales.....(\$1,000)...		5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	55	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	6
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	7
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	8	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

MRC No. 18.—Includes the planned center known as "Midway" bounded by Ardsley Rd., Central Park Ave., Yonkers City Line, and Fort Hill Rd. (Greenburgh Town, Westchester County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	14	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	11,697	56	Apparel, accessory stores ²	1
54, 58, 591	Convenience goods stores:	5	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	1,576	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...		562	Ready-to-wear stores ⁵
53 part, ³	Shopping goods stores: ³	5	565	Family clothing stores ⁵
56, 57	Number.....	8,431	566	Shoe stores.....	1
	Sales.....(\$1,000)...		564, 569	Other apparel stores.....	...
52, 55,	All other stores:	4	57	Furniture, home furnishings, equipment stores.....	...
59 ex. 591	Number.....	1,690	5712	Furniture stores.....	...
	Sales.....(\$1,000)...		5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	14	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	3	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 19.—Includes the planned center known as "Parkchester" bounded by Metropolitan Ave. from Hugh Grant Circle to Metropolitan Oval, Metropolitan Oval, Woods Rd., West Ave., East Ave., and Parkchester Rd. (Bronx Borough)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	37	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	19,034	56	Apparel, accessory stores ²	14
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	12	562-3, 568	Women's clothing, specialty stores....	5
	Sales.....(\$1,000)...	3,359	562	Ready-to-wear stores ³	1
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ³
	Number.....	19	566	Shoe stores.....	7
	Sales.....(\$1,000)...	15,150	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	6	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	525	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	37	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	3
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ² ³	2	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	8	5996	Camera, photographic supply stores....	1

MRC No. 20.—Includes stores on Main St. from Medford Ave.-Potter St. to West Ave., and on Ocean Ave., from Church St.-Terry St. to Lake St. (Patchogue Village, Suffolk County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	137	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	27,624	56	Apparel, accessory stores ²	33
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	6
	Number.....	37	562-3, 568	Women's clothing, specialty stores....	16
	Sales.....(\$1,000)...	10,485	562	Ready-to-wear stores ³	9
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ³	2
	Number.....	66	566	Shoe stores.....	7
	Sales.....(\$1,000)...	12,885	564, 569	Other apparel stores.....	2
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	19
	Number.....	24	5712	Furniture stores.....	5
	Sales.....(\$1,000)...	4,254	5713-15, 19	Other home furnishings stores.....	7
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	7
	Retail stores, total ³	137	58	Eating, drinking places.....	15
52	Lumber, building materials, hardware, farm equipment dealers.....	6	5812	Eating places.....	13
5251	Hardware stores.....	2	5813	Drinking places.....	2
52 ex. 5251	Other.....	4	591	Drug stores, proprietary stores.....	6
53 part ³	General merchandise group stores ² ³	14	59 ex. 591	Other retail stores ⁶	21
531	Department stores.....	2	592	Liquor stores.....	1
533	Limited price variety stores.....	5	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	7	595	Sporting goods, bicycle stores.....	2
			597	Jewelry stores.....	5
			5992	Florists.....	...
54	Food stores.....	16	5996	Camera, photographic supply stores....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 21.—Includes stores on Main St. from Osborne Ave. to Union Ave., on Peconic Ave. from Main St. to Flanders Rd.—Woodhull Ave., and on Roanoke Ave. from Main St. to First St. (Riverhead Town, Suffolk County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	97			
	Sales.....(\$1,000)...	12,197	554	Gasoline service stations.....	6
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	27
	Number.....	26	561, 567	Men's, boys' apparel stores, custom tailors.....	5
	Sales.....(\$1,000)...	4,046	562-3, 568	Women's clothing, specialty stores....	13
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	7
56, 57	Number.....	45	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	6,388	566	Shoe stores.....	5
			564, 569	Other apparel stores.....	3
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	6
59 ex. 591	Number.....	26		Furniture stores.....	2
	Sales.....(\$1,000)...	1,763	5712	Other home furnishings stores.....	1
		Number of establishments	5713-15, 19	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	97	58	Eating, drinking places.....	15
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	11
5251	Hardware stores.....	2	5813	Drinking places.....	4
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ^{2 3}	12	59 ex. 591	Other retail stores ⁶	15
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	6	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	5	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	3
54	Food stores.....	7	5992	Florists.....	...
			5996	Camera, photographic supply stores....	1

MRC No. 22.—Includes the planned center known as "Roosevelt Field" bounded by Old Country Rd., Meadowbrook Parkway, Stewart Ave., and Clinton Rd. (Garden City Village and Hempstead Town, Nassau County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	65			
	Sales.....(\$1,000)...	41,698	554	Gasoline service stations.....	1
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	21
	Number.....	17	561, 567	Men's, boys' apparel stores, custom tailors.....	7
	Sales.....(\$1,000)...	6,485	562-3, 568	Women's clothing, specialty stores....	5
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	3
56, 57	Number.....	39	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	34,054	566	Shoe stores.....	7
			564, 569	Other apparel stores.....	2
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	14
59 ex. 591	Number.....	9		Furniture stores.....	5
	Sales.....(\$1,000)...	1,159	5712	Other home furnishings stores.....	2
		Number of establishments	5713-15, 19	Household appliance, radio, TV, music stores.....	7
	Retail stores, total ³	65	58	Eating, drinking places.....	10
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	10
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	7
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
54	Food stores.....	6	5992	Florists.....	1
			5996	Camera, photographic supply stores....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 23.—Includes the planned center known as "Smithtown" and other stores on Main St. from Redwood Lane-New York Ave. to Happaug Rd. (Smithtown, Suffolk County)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	6
	Number.....	75	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	18,188	56	Apparel, accessory stores ²	13
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Number.....	25	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	6,688	562	Ready-to-wear stores ⁵	2
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵	4
	Number.....	29	566	Shoe stores.....	2
	Sales.....(\$1,000)...	5,462	564, 569	Other apparel stores.....	2
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	13
	Number.....	21	5712	Furniture stores.....	5
	Sales.....(\$1,000)...	6,038	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	6
Retail stores, total ³		75	58	Eating, drinking places.....	10
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	6
	Hardware stores.....	4	5813	Drinking places.....	4
	Other.....	4	591	Drug stores, proprietary stores.....	3
53 part ³ 531	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	9
	Department stores.....	1	592	Liquor stores.....	2
	Limited price variety stores.....	1	594	Book, stationery stores.....	...
533 539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	12	5996	Camera, photographic supply stores.....	1

MRC No. 24.—Includes the planned center known as "South Gate" on Sunrise Hwy. from Higbie Lane to Udall's Rd. (Islip, Suffolk County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	21	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	19,053	56	Apparel, accessory stores ²	1
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	9	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	7,008	562	Ready-to-wear stores ⁵
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	5	566	Shoe stores.....	1
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	7	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
Retail stores, total ³		21	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	3
	Hardware stores.....	...	5813	Drinking places.....	...
	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³ 531	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	3
	Department stores.....	1	592	Liquor stores.....	...
	Limited price variety stores.....	...	594	Book, stationery stores.....	...
533 539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	5	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEW YORK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 25.—Includes stores on 125th St. from Park Ave. to Morningside Dr., on Fifth and Lenox Aves. from 124th St. to 126th St., and on Seventh and Eighth Aves. from 125th St. to 126th St. (Manhattan Borough)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	300	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	42,538			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	116
	Number.....	77	561, 567	Men's, boys' apparel stores, custom tailors.....	42
	Sales.....(\$1,000)...	10,469	562-3, 568	Women's clothing, specialty stores....	31
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	14
56, 57	Number.....	169	565	Family clothing stores ⁵	5
	Sales.....(\$1,000)...	26,473	566	Shoe stores.....	27
			564, 569	Other apparel stores.....	9
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	33
59 ex. 591	Number.....	54	5712	Furniture stores.....	19
	Sales.....(\$1,000)...	5,596	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	12
	Retail stores, total ³	300	58	Eating, drinking places.....	53
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	33
5251	Hardware stores.....	2	5813	Drinking places.....	20
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ^{2 3}	20	59 ex. 591	Other retail stores ⁶	49
531	Department stores.....	1	592	Liquor stores.....	3
533	Limited price variety stores.....	6	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	13	595	Sporting goods, bicycle stores.....	2
			597	Jewelry stores.....	15
			5992	Florists.....	1
54	Food stores.....	20	5996	Camera, photographic supply stores....	2

MRC No. 26.—Includes stores on West 181st St. from St. Nicholas Ave. to Fort Washington Ave., on Broadway from West 179th St. to West 181st St., and on St. Nicholas Ave. from West 179th St. to West 184th St. (Manhattan Borough)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	195	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	21,792			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	59
	Number.....	79	561, 567	Men's, boys' apparel stores, custom tailors.....	10
	Sales.....(\$1,000)...	8,976	562-3, 568	Women's clothing, specialty stores....	30
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	13
56, 57	Number.....	80	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	11,256	566	Shoe stores.....	15
			564, 569	Other apparel stores.....	4
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	14
59 ex. 591	Number.....	36	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	1,560	5713-15, 19	Other home furnishings stores.....	9
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	4
	Retail stores, total ³	195	58	Eating, drinking places.....	21
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	13
5251	Hardware stores.....	1	5813	Drinking places.....	8
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	6
53 part ³	General merchandise group stores ^{2 3}	7	59 ex. 591	Other retail stores ⁶	34
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	4	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	9
			5992	Florists.....	7
54	Food stores.....	52	5996	Camera, photographic supply stores....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report--See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Newark, N.J., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

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Robert W. Burgess, Director

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ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Newark, N.J., Area—BC58-CBD56
Washington, D.C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

NEWARK, N. J.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



SCALE
800 0 800 FT.



SCALE
5 0 5 MILES

- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY
- STANDARD METROPOLITAN STATISTICAL AREA
- 80** TRACT NUMBER
- STATE LINE

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
U S DEPARTMENT OF COMMERCE 1958 CENSUS OF BUSINESS

BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF NEWARK

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,029	269,863	46,322	16,212	12,564	1,048	273,449	43,532
52	Lumber, building materials, hardware, farm equipment dealers.....	21	4,174	538	93	86	20	2,194	287
5251	Hardware stores.....	11	751	94	31	25	11	764	91
52 ex. 5251	Other.....	10	3,423	444	62	61	9	1,430	196
53 part ³	General merchandise group stores ³	26	127,298	25,030	9,161	6,845	19	100,635	18,818
531	Department stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	5	(D)	(D)	(D)	(D)	5	9,067	1,880
539	Other general merchandise stores.....	17	1,631	209	76	59	11	(D)	(D)
54	Food stores.....	100	13,519	1,029	343	258	84	12,853	1,135
55 ex. 554	Automotive dealers.....	17	8,176	903	139	137	14	19,431	2,022
554	Gasoline service stations.....	30	1,756	149	53	50	23	1,308	215
56	Apparel, accessory stores.....	189	46,378	6,905	2,175	1,549	230	69,270	8,983
561, 567	Men's, boys' apparel stores, custom tailors ⁴	80	14,837	2,228	651	548	63	16,580	2,655
562, 563, 568	Women's clothing, specialty stores....	57	20,892	3,051	1,194	734	65	12,938	2,044
562	Ready-to-wear stores ⁵	28	17,934	2,603	1,018	590	37	10,518	1,734
565	Family clothing stores ⁵	5	(D)	(D)	(D)	(D)	12	29,563	2,987
566	Shoe stores.....	43	7,332	1,083	264	204	58	7,539	958
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	32	2,650	379
57	Furniture, home furnishings, equipment stores.....	72	17,989	2,667	632	575	76	17,040	2,576
5712	Furniture stores ⁴	26	7,494	1,105	262	225	21	5,494	827
5713-15, 19	Other home furnishings stores ⁴	18	2,756	398	98	90	16	2,423	472
572, 573	Household appliance, radio, TV, music stores.....	28	7,739	1,164	272	260	33	9,079	1,277
58	Eating, drinking places.....	319	23,964	5,594	2,530	2,088	309	24,994	5,960
5812	Eating places.....	208	17,130	4,454	2,075	1,691	186	17,495	4,356
5813	Drinking places.....	111	6,834	1,140	455	397	123	7,499	1,604
591	Drug stores, proprietary stores.....	16	3,747	503	163	140	23	3,193	519
59 ex. 591	Other retail stores ⁶	239	22,862	3,004	923	836	250	22,531	3,017
592	Liquor stores.....	23	2,612	186	60	53	18	2,018	202
594	Book, stationery stores.....	26	1,443	219	54	50	19	1,360	233
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	5	672	73
597	Jewelry stores.....	48	6,683	987	315	281	55	7,022	1,060
5992	Florists.....	6	375	88	33	33	7	447	105
5996	Camera, photographic supply stores....	7	2,396	322	66	65	5	1,769	225
SELECTED SERVICES									
7011, 7012	Hotels.....	20	6,314	2,403	1,198	734	18	3,308	1,254
783	Motion picture theaters.....	12	2,887	620	246	217	12	4,215	977

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$7,601,000, of which \$1,711,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF NEWARK

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	5,748	645,484	84,776	29,247	23,386	5,685	639,078	78,712
52	Lumber, building materials, hardware, farm equipment dealers.....	182	19,893	2,228	540	500	156	16,073	1,462
5251	Hardware stores.....	84	3,193	(D)	(D)	(D)	82	3,414	266
52 ex. 5251	Other.....	98	16,700	(D)	(D)	(D)	72	12,645	1,196
53 part ³	General merchandise group stores ³	178	146,014	27,648	10,038	7,501	176	114,328	20,748
531	Department stores.....	5	114,955	22,994	8,186	6,244	4	98,083	18,123
533	Limited price variety stores.....	42	14,002	2,441	1,158	724	43	11,670	2,288
539	Other general merchandise stores.....	93	(D)	(D)	(D)	(D)	127	(D)	337
54	Food stores.....	1,549	132,171	8,448	2,797	2,123	1,644	125,871	7,660
55 ex. 554	Automotive dealers.....	119	44,384	4,223	876	862	116	80,681	7,346
554	Gasoline service stations.....	310	25,702	2,015	745	624	279	18,770	1,504
56	Apparel, accessory stores.....	534	67,981	9,336	3,173	2,308	559	87,954	11,019
561, 567	Men's, boys' apparel stores, custom tailors.....	144	17,496	2,466	753	623	86	18,169	2,835
562, 563, 568	Women's clothing, specialty stores....	203	29,831	4,116	1,617	1,075	208	22,012	2,970
562	Ready-to-wear stores ⁵	90	23,151	3,323	1,290	807	115	16,905	2,485
565	Family clothing stores ⁵	21	6,153	927	261	228	26	31,500	3,192
566	Shoe stores.....	109	12,179	1,672	464	341	120	10,747	1,340
564, 569	Other apparel stores.....	29	1,714	115	78	41	93	4,968	682
57	Furniture, home furnishings, equipment stores.....	300	44,391	6,249	1,585	1,460	330	46,887	6,595
5712	Furniture stores ⁴	100	19,023	2,785	652	597	85	19,614	3,081
5713-15, 19	Other home furnishings stores ⁴	91	7,885	1,213	355	319	75	9,184	1,626
572, 573	Household appliance, radio, TV, music stores.....	109	17,483	2,251	578	544	110	17,227	1,888
58	Eating, drinking places.....	1,517	78,520	15,261	6,577	5,555	1,447	75,749	14,582
5812	Eating places.....	815	47,603	11,080	4,945	4,130	681	42,600	9,677
5813	Drinking places.....	702	30,917	4,181	1,632	1,425	766	33,149	4,905
591	Drug stores, proprietary stores.....	157	17,627	2,202	741	541	175	14,333	1,660
59 ex. 591	Other retail stores ⁶	902	68,801	7,166	2,175	1,912	803	58,432	6,136
592	Liquor stores.....	203	18,736	1,227	472	384	119	11,293	830
594	Book, stationery stores.....	52	2,515	305	87	78	49	2,690	327
595	Sporting goods, bicycle stores.....	9	705	39	8	8	15	1,100	87
597	Jewelry stores.....	79	7,039	1,007	323	283	88	7,646	1,088
5992	Florists.....	62	2,196	328	123	111	60	1,868	291
5996	Camera, photographic supply stores....	13	2,894	370	73	72	5	1,769	225
SELECTED SERVICES									
7011, 7012	Hotels.....	40	(D)	(D)	(D)	(D)	26	6,008	2,281
783	Motion picture theaters.....	26	(D)	(D)	(D)	(D)	28	5,925	1,498

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
NEWARK STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	17,271	2,151,412	248,197	82,528	65,527	16,757	1,872,246	207,729
52	Lumber, building materials, hardware, farm equipment dealers.....	772	113,800	13,665	3,366	3,073	721	109,112	12,803
5251	Hardware stores.....	327	22,209	2,434	725	578	337	25,598	3,063
52 ex. 5251	Other.....	445	91,591	11,231	2,641	2,495	380	83,500	9,740
53 part ³	General merchandise group stores ³	552	253,147	43,628	16,847	12,169	535	190,709	33,345
531	Department stores.....	20	177,726	32,661	11,980	9,056	18	142,126	26,117
533	Limited price variety stores.....	131	40,514	6,984	3,543	2,098	140	33,385	6,023
539	Other general merchandise stores.....	285	32,307	3,983	1,324	1,015	373	15,064	1,205
54	Food stores.....	3,996	557,873	39,623	13,164	9,495	4,307	473,994	32,554
55 ex. 554	Automotive dealers.....	680	291,613	27,408	5,930	5,810	655	313,290	28,778
554	Gasoline service stations.....	1,500	117,735	9,018	3,269	2,582	1,357	84,390	6,150
56	Apparel, accessory stores.....	1,644	187,539	25,238	8,739	6,601	1,627	178,342	32,065
561, 567	Men's, boys' apparel stores, custom tailors ⁴	370	38,134	5,220	1,470	1,219	227	33,881	4,785
562, 563, 568	Women's clothing, specialty stores....	697	82,378	11,108	4,307	3,201	689	61,357	7,965
562	Ready-to-wear stores ⁵	332	60,628	8,573	3,247	2,361	392	48,011	6,595
565	Family clothing stores ⁵	93	25,163	3,758	1,320	1,019	68	40,804	4,494
566	Shoe stores.....	310	32,859	4,421	1,271	929	323	27,592	3,257
564, 569	Other apparel stores.....	126	8,011	731	371	233	228	19,223	1,564
57	Furniture, home furnishings, equipment stores.....	1,044	148,829	21,079	5,610	5,058	1,043	122,303	16,577
5712	Furniture stores ⁴	316	57,726	9,088	2,139	1,896	215	46,151	7,619
5713-15, 19	Other home furnishings stores ⁴	332	33,800	4,992	1,532	1,396	245	23,959	3,874
572, 573	Household appliance, radio, TV, music stores.....	396	57,303	6,999	1,939	1,766	379	49,399	5,084
58	Eating, drinking places.....	3,672	189,950	36,819	16,079	13,049	3,398	170,251	31,864
5812	Eating places.....	2,106	123,555	28,021	12,616	10,182	1,714	100,074	21,865
5813	Drinking places.....	1,566	66,395	8,798	3,463	2,867	1,679	70,143	9,999
591	Drug stores, proprietary stores.....	519	62,810	8,254	2,750	1,953	542	48,797	5,932
59 ex. 591	Other retail stores ⁶	2,892	228,116	23,465	6,774	5,737	2,572	181,058	17,661
592	Liquor stores.....	547	62,117	4,115	1,387	1,087	406	41,516	2,731
594	Book, stationery stores.....	170	9,980	1,260	444	348	137	8,550	928
595	Sporting goods, bicycle stores.....	120	7,503	579	198	143	95	5,965	491
597	Jewelry stores.....	210	15,382	2,216	648	557	221	13,979	1,958
5992	Florists.....	220	8,634	1,406	448	388	186	6,363	1,095
5996	Camera, photographic supply stores....	44	5,383	629	142	129	31	3,972	419
SELECTED SERVICES									
7011, 7012	Hotels.....	91	14,473	5,431	2,190	1,587	78	(D)	(D)
783	Motion picture theaters.....	80	10,857	2,536	1,054	856	82	13,067	2,917

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF NEWARK, THE ENTIRE CITY, AND NEWARK STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-1.3	1.0	2.7	14.9	17.7
52	Lumber, building materials, hardware, farm equipment dealers.....	90.2	23.8	13.3	4.3	2.5
5251	Hardware stores.....	-1.7	-6.5	-7.9	-13.2	-13.6
52 ex. 5251	Other.....	139.4	32.1	18.4	9.7	7.4
53 part ³	General merchandise group stores ³	26.5	27.7	36.7	32.7	39.7
531	Department stores.....	(D)	17.2	(D)	25.0	(D)
533	Limited price variety stores.....	(D)	20.0	(D)	21.4	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	114.5	(D)
54	Food stores.....	5.2	5.0	5.0	17.7	18.0
55 ex. 554	Automotive dealers.....	-57.9	-45.0	-40.9	-6.9	-3.6
554	Gasoline service stations.....	34.3	36.9	37.1	39.5	39.6
56	Apparel, accessory stores.....	-33.1	-21.7	15.6	6.2	29.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-10.5	-3.7	67.4	12.6	34.7
562, 563, 568	Women's clothing, specialty stores.....	61.5	35.5	-1.5	34.3	27.0
562	Ready-to-wear stores ⁵	70.5	36.9	-18.3	26.3	13.9
565	Family clothing stores ⁵	(D)	-80.5	(D)	-38.3	(D)
566	Shoe stores.....	-2.8	13.3	51.1	19.1	27.3
564, 569	Other apparel stores.....	(D)	-65.5	(D)	-59.8	(D)
57	Furniture, home furnishings, equipment stores.....	5.6	-5.3	-11.6	-1.7	24.3
5712	Furniture stores ⁴	36.4	-3.0	-18.4	25.1	23.6
5713-15, 19	Other home furnishings stores ⁴	13.7	-14.1	-24.1	41.1	44.1
572, 573	Household appliance, radio, TV, music stores.....	-14.9	1.5	19.9	16.0	23.0
58	Eating, drinking places.....	-4.1	3.7	7.5	11.6	14.3
5812	Eating places.....	-2.1	11.7	21.4	23.5	28.9
5813	Drinking places.....	-8.9	-6.7	-6.1	-5.4	-4.9
591	Drug stores, proprietary stores.....	17.4	23.0	24.6	28.7	29.5
59 ex. 591	Other retail stores ⁶	1.5	17.7	28.0	26.0	29.5
592	Liquor stores.....	29.4	65.9	73.8	49.6	50.7
594	Book, stationery stores.....	6.1	-6.5	-19.4	16.7	18.7
595	Sporting goods, bicycle stores.....	(D)	-35.9	(D)	25.8	(D)
597	Jewelry stores.....	-4.8	-7.9	-43.0	10.0	25.0
5992	Florists.....	-16.1	17.6	28.1	32.5	36.2
5996	Camera, photographic supply stores.....	35.4	63.6	...	35.5	35.6
	SELECTED SERVICES					
7011, 7012	Hotels.....	90.9	(D)	(D)	(D)	68.2
783	Motion picture theaters.....	-31.5	(D)	(D)	-16.9	112.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NEWARK AND OF NEWARK STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	41.8	42.8	12.5	14.6
52	Lumber, building materials, hardware, farm equipment dealers...	21.0	13.7	3.7	2.0
5251	Hardware stores.....	23.5	22.4	3.4	3.0
52 ex. 5251	Other.....	20.5	11.3	3.7	1.7
53 part ³	General merchandise group stores ³	87.2	88.0	50.3	52.8
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	(D)	77.7	(D)	27.2
539	Other general merchandise stores.....	(D)	(D)	5.0	(D)
54	Food stores.....	10.2	10.2	2.4	3.9
55 ex. 554	Automotive dealers.....	18.4	24.1	2.8	6.2
554	Gasoline service stations.....	6.8	7.0	1.5	1.5
56	Apparel, accessory stores.....	68.2	78.8	24.7	38.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	84.8	91.3	38.9	48.9
562, 563, 568	Women's clothing, specialty stores.....	70.0	58.8	25.4	21.1
562	Ready-to-wear stores ⁵	77.5	62.2	29.6	21.9
565	Family clothing stores ⁵	(D)	93.9	(D)	72.5
566	Shoe stores.....	60.2	70.1	22.3	27.3
564, 569	Other apparel stores.....	(D)	58.3	(D)	13.8
57	Furniture, home furnishings, equipment stores.....	40.5	36.3	12.1	13.9
5712	Furniture stores ⁴	39.4	28.0	13.0	11.9
5713-15, 19	Other home furnishings stores ⁴	35.0	26.4	8.2	10.1
572, 573	Household appliance, radio, TV, music stores.....	44.3	53.3	13.5	18.4
58	Eating, drinking places.....	30.5	33.0	12.6	14.7
5812	Eating places.....	36.0	41.1	13.9	17.5
5813	Drinking places.....	22.1	22.6	10.3	10.7
591	Drug stores, proprietary stores.....	21.3	22.3	6.0	6.5
59 ex. 591	Other retail stores ⁶	33.2	38.6	10.0	12.4
592	Liquor stores.....	13.9	17.9	4.2	4.9
594	Book, stationery stores.....	57.4	50.6	14.5	15.9
595	Sporting goods, bicycle stores.....	(D)	61.1	(D)	11.3
597	Jewelry stores.....	94.9	91.8	43.4	50.2
5992	Florists.....	17.1	23.9	4.4	7.0
5996	Camera, photographic supply stores.....	82.8	100.0	44.5	44.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NEWARK, THE ENTIRE CITY, AND NEWARK STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.5	0.8	3.1	2.5	5.3	5.9
5251	Hardware stores.....	0.3	0.3	0.5	0.5	1.0	1.4
52 ex. 5251	Other.....	1.2	0.5	2.6	2.0	4.3	4.5
53 part ³	General merchandise group stores ³	47.2	36.8	22.6	17.9	11.8	10.2
531	Department stores.....	(D)	(D)	17.8	15.3	8.3	7.6
533	Limited price variety stores.....	(D)	3.3	2.2	1.8	1.9	1.8
539	Other general merchandise stores.....	0.6	(D)	(D)	(D)	1.5	0.8
54	Food stores.....	5.0	4.7	20.5	19.7	25.9	25.3
55 ex. 554	Automotive dealers.....	3.0	7.1	6.9	12.6	13.6	16.7
554	Gasoline service stations.....	0.7	0.5	4.0	2.9	5.5	4.5
56	Apparel, accessory stores.....	17.2	25.4	10.5	13.8	8.7	9.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5.5	6.1	2.7	2.8	1.8	1.8
562, 563, 568	Women's clothing, specialty stores.....	7.7	10.8	4.6	3.4	3.8	3.3
562	Ready-to-wear stores ⁵	6.6	4.7	3.6	2.6	2.8	2.6
565	Family clothing stores ⁵	(D)	3.8	1.0	4.9	1.2	2.2
566	Shoe stores.....	2.7	2.8	1.9	1.7	1.5	1.5
564, 569	Other apparel stores.....	(D)	1.0	0.3	0.8	0.4	1.0
57	Furniture, home furnishings, equipment stores.....	6.7	6.2	6.9	7.3	6.9	6.5
5712	Furniture stores ⁴	2.8	2.0	3.0	3.1	2.7	2.5
5713-15, 19	Other home furnishings stores ⁴	1.0	0.9	1.2	1.4	1.6	1.3
572, 573	Household appliance, radio, TV, music stores.....	2.9	3.3	2.7	2.7	2.6	2.6
58	Eating, drinking places.....	8.9	9.1	12.2	11.9	8.8	9.1
5812	Eating places.....	6.3	6.4	7.4	6.7	5.7	5.3
5813	Drinking places.....	2.5	2.7	4.8	5.2	3.1	3.7
591	Drug stores, proprietary stores.....	1.4	1.2	2.7	2.2	2.9	2.6
59 ex. 591	Other retail stores ⁶	8.4	8.2	10.6	9.2	10.6	9.7
592	Liquor stores.....	1.0	0.7	2.9	1.8	2.9	2.2
594	Book, stationery stores.....	0.5	0.5	0.4	0.4	0.5	0.5
595	Sporting goods, bicycle stores.....	(D)	0.2	0.1	0.2	0.3	0.3
597	Jewelry stores.....	2.5	2.6	1.0	1.2	0.7	0.7
5992	Florists.....	0.1	0.2	0.3	0.3	0.4	0.3
5996	Camera, photographic supply stores....	0.9	0.6	0.4	0.3	0.3	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEWARK STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the stores on Main St., 460 through 584 Prospect St., William St. between Harrison and South Clinton, Harrison St. between Main and William, South Clinton St. between William and Main

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	6
	Number.....	111	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	21,428	56	Apparel, accessory stores ²	30
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Number.....	27	562-3, 568	Women's clothing, specialty stores.....	20
	Sales.....(\$1,000)...	2,692	562	Ready-to-wear stores ⁵	10
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	44	566	Shoe stores.....	3
	Sales.....(\$1,000)...	9,797	564, 569	Other apparel stores.....	2
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	11
	Number.....	40	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	8,939	5713-15,19	Other home furnishings stores.....	4
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	6
	Retail stores, total ³	111	58	Eating, drinking places.....	16
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	14
5251	Hardware stores.....	...	5813	Drinking places.....	2
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	30
531	Department stores.....	1	592	Liquor stores.....	3
533	Limited price variety stores.....	1	594	Book, stationery stores.....	4
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	8	597	Jewelry stores.....	2
			5992	Florists.....	2
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes the stores on Central Ave. from Eppirt St. to Oakwood Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	97	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	19,201	56	Apparel, accessory stores ²	30
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	26	562-3, 568	Women's clothing, specialty stores.....	20
	Sales.....(\$1,000)...	2,312	562	Ready-to-wear stores ⁵	11
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	50	566	Shoe stores.....	4
	Sales.....(\$1,000)...	13,779	564, 569	Other apparel stores.....	2
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	14
	Number.....	21	5712	Furniture stores.....	6
	Sales.....(\$1,000)...	3,110	5713-15,19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	6
	Retail stores, total ³	97	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	6
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	5
53 part ³	General merchandise group stores ^{2 3}	6	59 ex. 591	Other retail stores ⁶	17
531	Department stores.....	1	592	Liquor stores.....	3
533	Limited price variety stores.....	1	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	4	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	15	597	Jewelry stores.....	2
			5992	Florists.....	3
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEWARK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Dover Shopping Center" and the stores in the area bounded by Bassett Highway, Bassett Highway extended, North Essex, Blackwell, and railroad tracks					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	117	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	16,942	56	Apparel, accessory stores ²	40
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	11
53 part, ³ 56, 57	Number.....	29	562-3, 568	Women's clothing, specialty stores.....	15
	Sales.....(\$1,000)...	6,333	562	Ready-to-wear stores ⁵	10
	Shopping goods stores: ³		565	Family clothing stores ⁵	3
	Number.....	61	566	Shoe stores.....	6
52, 55, 59 ex. 591	Sales.....(\$1,000)...	8,588	564, 569	Other apparel stores.....	3
	All other stores:		57	Furniture, home furnishings, equipment stores.....	12
	Number.....	27	5712	Furniture stores.....	5
	Sales.....(\$1,000)...	2,021	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	7
	Retail stores, total ³	117	58	Eating, drinking places.....	11
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	5
5251	Hardware stores.....	2	5813	Drinking places.....	6
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	6
53 part ³	General merchandise group stores ^{2 3}	9	59 ex. 591	Other retail stores ⁶	21
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	3	594	Book, stationery stores.....	5
539	Other general merchandise stores.....	5	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	6
			5992	Florists.....	1
54	Food stores.....	12	5996	Camera, photographic supply stores.....	3

MRC No. 4.—Includes the planned center known as "Essex Green Shopping Center" on Prospect Ave. from Eagle Rock Rd. to Mount Pleasant Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	15	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	8,286	56	Apparel, accessory stores ²	3
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	7	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	6	566	Shoe stores.....	1
52, 55, 59 ex. 591	Sales.....(\$1,000)...	3,085	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	...
	Number.....	2	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	15	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	4	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NEWARK STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes the stores on Milburn Ave. from Myrtle Ave. to Holmes and Hamster Sts.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	15	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	9,726	56	Apparel, accessory stores ²	5
54, 58, 591	Convenience goods stores:	3	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	(D)	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...		562	Ready-to-wear stores ³	3
53 part, ³	Shopping goods stores: ³	8	565	Family clothing stores ⁵
56, 57	Number.....	7,992	566	Shoe stores.....	1
	Sales.....(\$1,000)...		564, 569	Other apparel stores.....	1
52, 55,	All other stores:	4	57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	(D)	5712	Furniture stores.....	...
	Sales.....(\$1,000)...		5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	15	58	Eating, drinking places.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	...
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	1	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	2
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 6.—Includes the stores in the area bounded by rear property line of lots on north side of Springfield Ave., High, William, West St., Mercer, Broome, Morton, Belmont Ave., rear property line of lots on south side of Springfield, Sayre and Bruce

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	146	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	19,380	56	Apparel, accessory stores ²	38
54, 58, 591	Convenience goods stores:	49	561, 567	Men's, boys' apparel stores, custom tailors.....	11
	Number.....	8,647	562-3, 568	Women's clothing, specialty stores.....	16
	Sales.....(\$1,000)...		562	Ready-to-wear stores ³	8
53 part, ³	Shopping goods stores: ³	73	565	Family clothing stores ⁵	1
56, 57	Number.....	8,700	566	Shoe stores.....	4
	Sales.....(\$1,000)...		564, 569	Other apparel stores.....	4
52, 55,	All other stores:	24	57	Furniture, home furnishings, equipment stores.....	27
59 ex. 591	Number.....		5712	Furniture stores.....	17
	Sales.....(\$1,000)...	2,033	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ³	146	58	Eating, drinking places.....	14
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	9
5251	Hardware stores.....	1	5813	Drinking places.....	5
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	8	59 ex. 591	Other retail stores ⁶	21
531	Department stores.....	1	592	Liquor stores.....	6
533	Limited price variety stores.....	1	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	6	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	3
54	Food stores.....	32	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

APR 25 7 5



CENTRAL BUSINESS DISTRICT STATISTICS

Norfolk-Portsmouth,
Va., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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CONRAD TAEUBER, Assistant Director
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LOWELL T. GALT, Assistant Director for Operations
WALTER L. KEHRES, Assistant Director for Administration
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Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

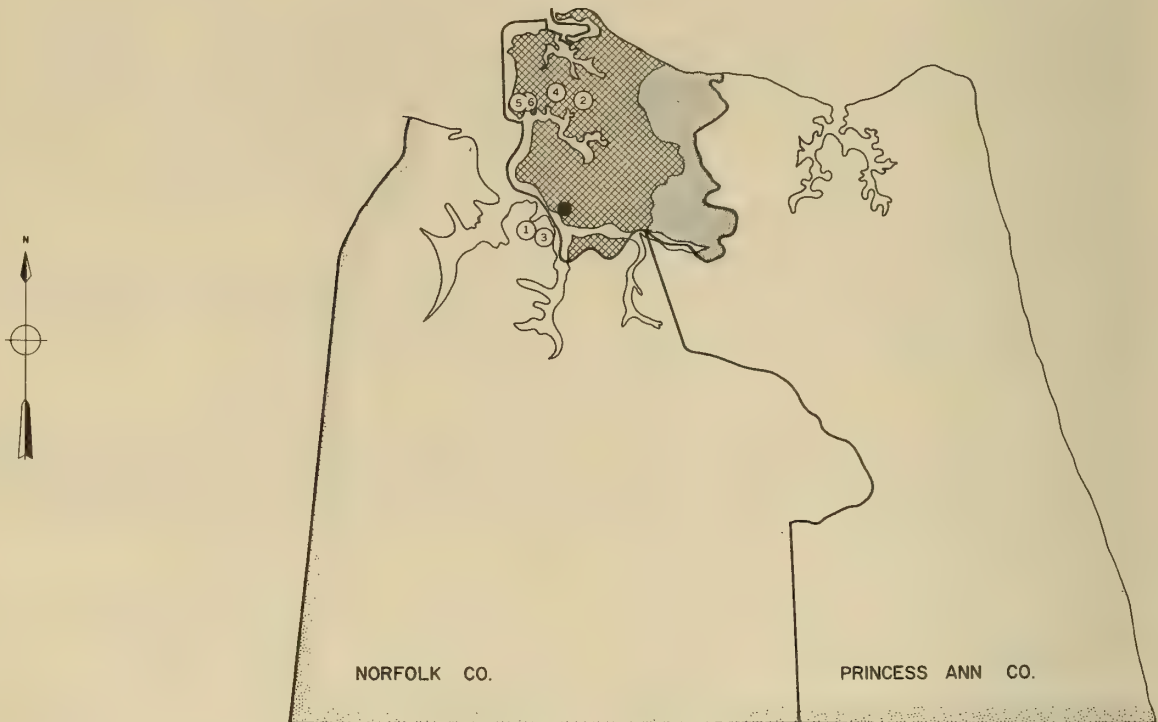
In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

NORFOLK - PORTSMOUTH*, VA.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT

* NO CENTRAL BUSINESS DISTRICT DATA SHOWN



CENTRAL BUSINESS DISTRICT *



SCALE
0 5 MILES

SCALE
0 800 FT

- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY, 1954
- ANNEXATIONS THROUGH 1958
- ▭ STANDARD METROPOLITAN STATISTICAL AREA

* CONSISTS OF TRACT 49

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF NORFOLK

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	581	92,274	14,822	6,061	5,381	641	100,471	14,565
52	Lumber, building materials, hardware, farm equipment dealers.....	10	2,520	338	77	74	15	2,529	380
5251	Hardware stores.....	6	(D)	(D)	(D)	(D)	8	728	79
52 ex. 5251	Other.....	4	(D)	(D)	(D)	(D)	7	1,801	301
53 part ³	General merchandise group stores ³	15	23,301	4,222	2,147	1,814	18	23,177	3,050
531	Department stores.....	7	18,489	3,446	1,743	1,482	7	14,185	1,898
533	Limited price variety stores.....	4	4,303	705	369	304	5	5,316	758
539	Other general merchandise stores.....	4	509	71	35	28	6	3,676	394
54	Food stores.....	59	5,698	401	179	145	64	5,707	423
55 ex. 554	Automotive dealers.....	16	8,895	1,322	289	282	15	9,466	1,308
554	Gasoline service stations.....	28	1,402	166	67	61	22	1,091	132
56	Apparel, accessory stores.....	126	19,933	3,180	1,137	970	159	22,116	3,419
561, 567	Men's, boys' apparel stores, custom tailors ⁴	35	5,831	1,172	334	309	44	7,291	1,359
562, 563, 568	Women's clothing, specialty stores.....	41	6,370	932	385	328	54	7,464	1,047
562	Ready-to-wear stores ⁵	41	5,891	844	345	293	39	6,316	802
565	Family clothing stores ⁵	16	3,149	435	204	154	15	2,098	326
566	Shoe stores.....	28	4,253	579	186	151	33	4,806	646
564, 569	Other apparel stores.....	6	330	62	28	28	5	303	41
57	Furniture, home furnishings, equipment stores.....	47	8,242	1,471	423	407	52	11,944	2,028
5712	Furniture stores ⁴	27	5,693	962	257	252	31	8,124	1,355
5713-15, 19	Other home furnishings stores ⁴	6	393	105	42	42	7	902	287
572, 573	Household appliance, radio, TV, music stores.....	14	2,156	404	124	113	10	2,798	386
58	Eating, drinking places.....	161	8,514	1,736	1,094	1,015	168	8,847	1,867
5812	Eating places.....	112	5,761	1,232	779	716	101	5,486	1,195
5813	Drinking places.....	49	2,753	504	315	299	67	3,351	682
591	Drug stores, proprietary stores.....	8	1,341	240	99	97	17	2,345	426
59 ex. 591	Other retail stores ⁶	111	12,428	1,746	549	516	111	13,249	1,532
592	Liquor stores.....	3	2,745	107	27	27	3	3,672	93
594	Book, stationery stores.....	5	318	61	23	22	3	176	15
595	Sporting goods, bicycle stores.....	3	801	84	23	21	2	(D)	(D)
597	Jewelry stores.....	25	3,871	800	235	225	27	4,757	850
5992	Florists.....	13	379	67	22	19	10	450	94
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	20	1,983	669	389	364	18	1,753	631
783	Motion picture theaters.....	9	1,291	267	146	131	10	1,493	230

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,654,000, of which \$1,027,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

NORFOLK-PORTSMOUTH, VA., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF NORFOLK

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,270	358,611	44,304	17,663	15,167	2,253	321,100	40,044
52	Lumber, building materials, hardware, farm equipment dealers.....	92	12,268	1,546	470	447	79	9,761	1,385
5251	Hardware stores.....	48	2,951	311	115	102	35	6,670	1,086
52 ex. 5251	Other.....	44	9,317	1,235	355	345	44	3,091	299
53 part ³	General merchandise group stores ³	74	50,848	8,253	3,824	2,919	65	44,167	7,217
531	Department stores.....	12	40,126	6,696	2,955	2,310	11	30,376	5,351
533	Limited price variety stores.....	23	8,489	1,305	756	513	31	9,106	483
539	Other general merchandise stores.....	31	(D)	252	113	96	23	4,685	1,383
54	Food stores.....	488	91,465	6,363	2,798	2,252	545	69,888	4,956
55 ex. 554	Automotive dealers.....	111	55,559	6,457	1,523	1,489	94	52,964	5,964
554	Gasoline service stations.....	241	18,107	1,876	832	677	217	15,768	1,544
56	Apparel, accessory stores.....	222	31,953	4,867	1,858	1,526	246	36,924	5,664
561, 567	Men's, boys' apparel stores, custom tailors.....	65	9,223	1,797	573	479	61	12,038	2,056
562, 563, 568	Women's clothing, specialty stores....	72	9,246	1,249	570	493	80	12,755	2,052
562	Ready-to-wear stores ⁵	53	(D)	(D)	(D)	(D)	61	11,595	1,819
565	Family clothing stores ⁵	26	4,384	547	249	188	21	(D)	525
566	Shoe stores.....	40	7,831	1,102	390	292	46	6,498	876
564, 569	Other apparel stores.....	17	1,259	172	76	74	24	1,303	155
57	Furniture, home furnishings, equipment stores.....	167	24,378	4,077	1,139	1,092	167	23,990	3,975
5712	Furniture stores ⁴	61	12,040	1,924	530	522	69	13,176	2,133
5713-15, 19	Other home furnishings stores ⁴	26	2,244	462	136	129	24	2,126	551
572, 573	Household appliance, radio, TV, music stores.....	80	10,094	1,691	473	441	54	8,380	1,291
58	Eating, drinking places.....	492	25,405	5,031	3,112	2,848	458	24,082	4,745
5812	Eating places.....	401	20,457	4,211	2,566	2,340	319	17,058	3,501
5813	Drinking places.....	91	4,948	820	546	508	137	6,998	1,243
591	Drug stores, proprietary stores.....	86	12,898	2,080	866	771	87	10,951	1,627
59 ex. 591	Other retail stores ⁶	297	35,730	3,754	1,241	1,146	295	32,605	2,967
592	Liquor stores.....	16	11,731	426	112	112	12	11,985	300
594	Book, stationery stores.....	9	(D)	74	30	29	6	218	(D)
595	Sporting goods, bicycle stores.....	9	1,148	119	42	39	8	531	(D)
597	Jewelry stores.....	37	4,622	944	272	261	44	(D)	(D)
5992	Florists.....	39	1,167	183	82	67	32	978	170
5996	Camera, photographic supply stores....	5	1,005	106	30	27	4	340	44
SELECTED SERVICES									
7011, 7012	Hotels.....	45	2,483	802	459	427	34	2,499	830
783	Motion picture theaters.....	25	2,608	557	312	288	31	3,492	578

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
NORFOLK-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	3,934	556,795	64,967	26,316	22,420	3,793	497,328	58,892
52	Lumber, building materials, hardware, farm equipment dealers.....	161	24,795	3,211	953	909	130	(D)	2,807
5251	Hardware stores.....	76	6,187	746	255	233	70	5,806	635
52 ex. 5251	Other.....	85	18,508	2,465	698	676	60	(D)	2,172
53 part ³	General merchandise group stores ³	139	66,686	10,422	4,938	3,648	135	59,247	9,018
531	Department stores.....	16	49,581	8,108	3,617	2,731	14	37,635	6,214
533	Limited price variety stores.....	43	13,015	1,964	1,152	783	54	13,345	2,011
539	Other general merchandise stores.....	54	3,612	350	169	134	67	8,267	793
54	Food stores.....	934	153,608	10,273	4,542	3,468	1,005	119,375	8,121
55 ex. 554	Automotive dealers.....	202	85,571	9,685	2,393	2,331	172	(D)	9,474
554	Gasoline service stations.....	488	34,139	3,234	1,459	1,211	387	27,691	2,652
56	Apparel, accessory stores.....	315	43,980	6,392	2,507	2,094	340	(D)	7,138
561, 567	Men's, boys' apparel stores, custom tailors ⁴	90	14,056	2,277	750	648	86	14,448	2,398
562, 563, 568	Women's clothing, specialty stores.....	105	13,878	1,965	912	786	114	18,358	2,894
562	Ready-to-wear stores ⁵	82	12,498	1,777	822	709	90	16,907	2,622
565	Family clothing stores ⁵	34	4,918	616	271	209	27	4,520	574
566	Shoe stores.....	56	9,539	1,341	484	365	62	8,150	1,077
564, 569	Other apparel stores.....	26	(D)	193	90	86	35	1,585	195
57	Furniture, home furnishings, equipment stores.....	254	34,016	5,716	1,581	1,517	249	(D)	5,656
5712	Furniture stores ⁴	93	17,495	2,831	746	732	102	18,177	3,080
5713-15, 19	Other home furnishings stores ⁴	44	2,703	550	171	164	33	2,689	671
572, 573	Household appliance, radio, TV, music stores.....	117	13,818	2,335	664	621	86	(D)	1,905
58	Eating, drinking places.....	822	39,266	7,524	4,759	4,366	781	38,911	7,438
5812	Eating places.....	655	31,586	6,338	3,940	3,606	543	28,466	5,772
5813	Drinking places.....	167	7,680	1,186	819	760	236	10,419	1,666
591	Drug stores, proprietary stores.....	143	20,490	3,223	1,366	1,199	131	16,464	2,479
59 ex. 591	Other retail stores ⁶	476	54,244	5,287	1,818	1,677	463	48,311	4,109
592	Liquor stores.....	25	18,769	687	179	178	20	19,154	489
594	Book, stationery stores.....	11	630	117	44	42	10	405	50
595	Sporting goods, bicycle stores.....	16	1,780	192	68	63	14	895	103
597	Jewelry stores.....	47	5,282	1,049	315	298	59	6,441	1,060
5992	Florists.....	57	1,682	254	115	98	50	1,311	216
5996	Camera, photographic supply stores....	8	1,114	114	37	34	9	515	60
SELECTED SERVICES									
7011, 7012	Hotels.....	105	5,762	1,823	902	767	96	6,194	1,781
783	Motion picture theaters.....	37	3,836	847	495	450	48	5,402	1,023

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF NORFOLK, THE ENTIRE CITY, AND NORFOLK-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
RETAIL STORES						
	Retail stores, total ³	-8.2	11.7	20.7	12.0	17.0
52	Lumber, building materials, hardware, farm equipment dealers.....	-0.4	25.7	34.8	(D)	(D)
5251	Hardware stores.....	(D)	-55.8	(D)	6.6	(D)
52 ex. 5251	Other.....	(D)	201.4	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	0.5	15.1	31.2	12.6	20.3
531	Department stores.....	30.3	32.1	33.6	31.7	32.6
533	Limited price variety stores.....	-19.1	-6.8	10.4	-2.5	8.5
539	Other general merchandise stores.....	-86.2	(D)	(D)	-56.3	(D)
54	Food stores.....	-0.2	30.9	33.6	28.7	30.1
55 ex. 554	Automotive dealers.....	-6.0	4.9	7.3	(D)	(D)
554	Gasoline service stations.....	28.5	14.8	13.8	23.3	23.1
56	Apparel, accessory stores.....	-9.9	-13.5	-18.8	(D)	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-20.0	-23.4	-28.6	-2.7	14.9
562, 563, 568	Women's clothing, specialty stores.....	-14.7	-27.5	-45.7	-24.4	-31.1
562	Ready-to-wear stores ⁵	-6.7	(D)	(D)	-26.1	-37.6
565	Family clothing stores ⁵	50.1	(D)	(D)	8.8	-27.0
566	Shoe stores.....	-11.5	20.5	111.5	17.0	58.1
564, 569	Other apparel stores.....	8.9	-3.4	-7.1	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-31.0	1.6	34.0	(D)	(D)
5712	Furniture stores ⁴	-29.9	-8.6	25.6	-3.8	17.4
5713-15, 19	Other home furnishings stores ⁴	-56.4	5.6	51.2	0.5	29.3
572, 573	Household appliance, radio, TV, music stores.....	-23.0	20.5	42.2	(D)	(D)
58	Eating, drinking places.....	-3.8	5.5	10.9	0.9	2.3
5812	Eating places.....	5.0	19.9	27.0	11.0	12.4
5813	Drinking places.....	-17.9	-29.3	-39.8	-26.3	-30.3
591	Drug stores, proprietary stores.....	-42.8	17.8	34.3	24.5	35.6
59 ex. 591	Other retail stores ⁶	-6.2	9.6	20.4	12.3	19.3
592	Liquor stores.....	-25.3	-2.1	8.1	-2.0	3.5
594	Book, stationery stores.....	80.7	(D)	(D)	55.6	36.2
595	Sporting goods, bicycle stores.....	200.0	116.2	31.4	98.9	55.9
597	Jewelry stores.....	-18.6	(D)	(D)	18.0	-16.2
5992	Florists.....	-15.8	19.3	49.2	28.3	51.3
5996	Camera, photographic supply stores.....	(D)	195.6	(D)	116.3	(D)
SELECTED SERVICES						
7011, 7012	Hotels.....	13.1	-0.6	-33.0	-7.0	-14.9
783	Motion picture theaters.....	-13.5	-25.3	-34.1	-29.0	-34.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NORFOLK AND OF NORFOLK-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	25.7	31.3	16.6	20.2
52	Lumber, building materials, hardware, farm equipment dealers...	20.5	25.9	10.2	(D)
5251	Hardware stores.....	(D)	10.9	(D)	12.5
52 ex. 5251	Other.....	(D)	58.3	(D)	(D)
53 part ³	General merchandise group stores ³	45.8	52.5	34.9	39.1
531	Department stores.....	46.1	46.7	37.3	37.7
533	Limited price variety stores.....	50.7	58.4	33.1	39.8
539	Other general merchandise stores.....	(D)	78.5	14.1	44.5
54	Food stores.....	6.2	8.2	3.7	4.8
55 ex. 554	Automotive dealers.....	16.0	17.9	10.4	(D)
554	Gasoline service stations.....	7.7	6.9	4.1	3.9
56	Apparel, accessory stores.....	62.4	59.9	45.3	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	63.2	60.6	41.5	50.5
562, 563, 568	Women's clothing, specialty stores.....	68.9	58.5	45.9	40.7
562	Ready-to-wear stores ⁵	(D)	54.5	47.1	37.4
565	Family clothing stores ⁵	71.8	(D)	64.0	46.4
566	Shoe stores.....	54.3	74.0	44.6	59.9
564, 569	Other apparel stores.....	26.2	23.3	(D)	19.1
57	Furniture, home furnishings, equipment stores.....	33.8	49.8	24.2	(D)
5712	Furniture stores ⁴	47.3	61.7	32.5	44.7
5713-15, 19	Other home furnishings stores ⁴	17.5	42.4	14.5	33.5
572, 573	Household appliance, radio, TV, music stores.....	21.4	33.4	15.6	(D)
58	Eating, drinking places.....	33.5	36.7	21.7	22.7
5812	Eating places.....	28.2	32.2	18.2	19.3
5813	Drinking places.....	55.6	47.9	35.8	32.2
591	Drug stores, proprietary stores.....	10.4	21.4	6.5	14.2
59 ex. 591	Other retail stores ⁶	34.8	40.6	22.9	27.4
592	Liquor stores.....	23.4	30.6	14.6	19.2
594	Book, stationery stores.....	(D)	80.7	50.5	43.5
595	Sporting goods, bicycle stores.....	69.8	50.3	45.0	29.8
597	Jewelry stores.....	83.8	(D)	73.3	73.9
5992	Florists.....	32.5	46.0	22.5	34.3
5996	Camera, photographic supply stores.....	(D)	69.4	(D)	45.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NORFOLK, THE ENTIRE CITY, AND NORFOLK-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators.)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	2.7	2.5	3.4	3.0	4.4	(D)
5251	Hardware stores.....	(D)	0.7	0.8	2.1	1.1	1.2
52 ex. 5251	Other.....	(D)	1.8	2.6	0.9	3.3	(D)
53 part ³	General merchandise group stores ³	25.3	23.1	14.2	13.8	12.0	11.9
531	Department stores.....	20.0	14.1	11.2	9.5	8.9	7.6
533	Limited price variety stores.....	4.7	5.3	2.4	2.8	2.3	2.7
539	Other general merchandise stores.....	0.6	3.7	(D)	1.5	0.6	1.7
54	Food stores.....	6.2	5.7	25.5	21.8	27.6	24.0
55 ex. 554	Automotive dealers.....	9.6	9.4	15.5	16.5	15.4	(D)
554	Gasoline service stations.....	1.5	1.1	5.0	4.9	6.1	5.6
56	Apparel, accessory stores.....	21.6	22.0	8.9	11.5	7.9	(D)
561, 567	Men's, boys' apparel stores, custom tailors ⁴	6.3	7.3	2.6	3.7	2.5	2.9
562, 563, 568	Women's clothing, specialty stores....	6.9	7.4	2.6	4.0	2.5	3.7
562	Ready-to-wear stores ⁵	6.4	6.3	(D)	3.6	2.2	3.4
565	Family clothing stores ⁵	3.4	2.1	1.2	(D)	0.9	0.9
566	Shoe stores.....	4.6	4.8	2.2	2.0	1.7	1.6
564, 569	Other apparel stores.....	0.3	0.3	0.3	0.4	(D)	0.3
57	Furniture, home furnishings, equipment stores.....	8.9	11.9	6.8	7.4	6.1	(D)
5712	Furniture stores ⁴	6.2	8.1	3.4	4.1	3.1	3.7
5713-15, 19	Other home furnishings stores ⁴	0.4	0.9	0.6	0.7	0.5	0.5
572, 573	Household appliance, radio, TV, music stores.....	2.3	2.8	2.8	2.6	2.5	(D)
58	Eating, drinking places.....	9.2	8.8	7.1	7.5	7.1	7.8
5812	Eating places.....	6.2	5.5	5.7	5.3	5.7	5.7
5813	Drinking places.....	3.0	3.3	1.4	2.2	1.4	2.1
591	Drug stores, proprietary stores.....	1.5	2.3	3.6	3.4	3.7	3.3
59 ex. 591	Other retail stores ⁶	13.5	13.2	10.0	10.2	9.7	9.7
592	Liquor stores.....	3.0	3.7	3.3	3.7	3.4	3.9
594	Book, stationery stores.....	0.3	0.2	(D)	0.1	1.0	0.1
595	Sporting goods, bicycle stores.....	0.9	0.3	0.3	0.2	0.3	0.2
597	Jewelry stores.....	4.2	4.7	1.3	(D)	0.9	1.3
5992	Florists.....	0.4	0.4	0.3	0.3	0.3	0.3
5996	Camera, photographic supply stores....	(D)	0.2	0.3	0.1	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NORFOLK-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes stores in the area bounded by Queen St., South First Ave., King St., and South Fourth Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	14	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	9,874			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²
	Number.....	4	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores....	...
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵
56, 57	Number.....	4	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	(D)	566	Shoe stores.....	...
52, 55,	All other stores:		564, 569	Other apparel stores.....	...
59 ex. 591	Number.....	6	57	Furniture, home furnishings, equipment stores.....	2
	Sales.....(\$1,000)...	819	5712	Furniture stores.....	...
		Number of establishments	5713-15, 19	Other home furnishings stores.....	...
			572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	14	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	...
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	1
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores....	1

MRC No. 2.—Includes the planned center known as "Southern Shopping" and stores on East Little Creek Rd. from Galveston Blvd. to Merritt St., along Sewell's Point Rd. from East Little Creek Rd. to Merritt St., and along Tidewater Dr. from Biltmore Rd. to Bunker Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	7
	Number.....	67	554	Gasoline service stations.....	7
	Sales.....(\$1,000)...	20,236			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	12
	Number.....	14	561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Sales.....(\$1,000)...	5,517	562-3, 568	Women's clothing, specialty stores....	4
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	4
56, 57	Number.....	25	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	8,787	566	Shoe stores.....	3
52, 55,	All other stores:		564, 569	Other apparel stores.....	1
59 ex. 591	Number.....	28	57	Furniture, home furnishings, equipment stores.....	11
	Sales.....(\$1,000)...	5,932	5712	Furniture stores.....	6
		Number of establishments	5713-15, 19	Other home furnishings stores.....	1
			572, 5732	Household appliance, radio, TV, music stores.....	4
	Retail stores, total ³	67	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	6
5251	Hardware stores.....	2	5813	Drinking places.....	...
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	10
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
54	Food stores.....	6	5992	Florists.....	3
			5996	Camera, photographic supply stores....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NORFOLK-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes stores in the area bounded by Glasgow, Washington, London, South Branch of Elizabeth River, Bart, SAL. RR., Washington, County, and Chestnut (Portsmouth)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	193	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	27,261	56	Apparel, accessory stores ²	46
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	16
53 part, ³ 56, 57	Number.....	66	562-3, 568	Women's clothing, specialty stores....	17
	Sales.....(\$1,000)...	4,549	562	Ready-to-wear stores ³	16
	Shopping goods stores: ³		565	Family clothing stores ³	2
	Number.....	76	566	Shoe stores.....	9
52, 55, 59 ex. 591	Sales.....(\$1,000)...	16,770	564, 569	Other apparel stores.....	2
	All other stores:		57	Furniture, home furnishings, equipment stores.....	23
	Number.....	51	5712	Furniture stores.....	14
	Sales.....(\$1,000)...	5,942	5713-15, 19	Other home furnishings stores.....	2
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	7
	Retail stores, total ³	193	58	Eating, drinking places.....	45
	Lumber, building materials, hardware, farm equipment dealers.....	8	5812	Eating places.....	30
	5251 Hardware stores.....	6	5813	Drinking places.....	15
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	6
53 part ³	General merchandise group stores ^{2 3}	7	59 ex. 591	Other retail stores ⁶	37
531	Department stores.....	3	592	Liquor stores.....	2
533	Limited price variety stores.....	4	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	15	597	Jewelry stores.....	6
			5992	Florists.....	3
			5996	Camera, photographic supply stores.....	...

MRC No. 4.—Includes the planned centers known as "Midtown Center", "Suburban Center", and "Ward's Corner" and the stores on Granby from Carrollton Rd., to North Shore Rd., on Little Creek Rd. from Taussig Blvd. to Colonial Ave., on Taussig Blvd. from Granby to Little Creek Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	80	554	Gasoline service stations.....	7
	Sales.....(\$1,000)...	21,604	56	Apparel, accessory stores ²	16
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Number.....	21	562-3, 568	Women's clothing, specialty stores....	9
	Sales.....(\$1,000)...	7,277	562	Ready-to-wear stores ³	8
	Shopping goods stores: ³		565	Family clothing stores ³
	Number.....	29	566	Shoe stores.....	2
52, 55, 59 ex. 591	Sales.....(\$1,000)...	6,913	564, 569	Other apparel stores.....	3
	All other stores:		57	Furniture, home furnishings, equipment stores.....	5
	Number.....	30	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	7,414	5713-15, 19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	5
	Retail stores, total ³	80	58	Eating, drinking places.....	9
	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	8
	5251 Hardware stores.....	2	5813	Drinking places.....	1
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	8	59 ex. 591	Other retail stores ⁶	16
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	3	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	4	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	9	597	Jewelry stores.....	4
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE NORFOLK-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes stores on Colley Ave. from Baldwin Ave. to West 22nd St., and on West 21st from Manteo St. to Core Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	36	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	10,320	56	Apparel, accessory stores ²	5
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	9	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	2,853	562	Ready-to-wear stores ⁵	3
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	11	566	Shoe stores.....	...
	Sales.....(\$1,000)...	3,496	564, 569	Other apparel stores.....	2
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	16	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	3,971	5713-15,19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
Retail stores, total ³		36	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	1	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	9
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	4	597	Jewelry stores.....	1
			5992	Florists.....	2
			5996	Camera, photographic supply stores.....	...

MRC No. 6.—Includes stores on West 21st St. from Granby St. to De Bree Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	14	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	18,754	56	Apparel, accessory stores ²
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	1	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	9	566	Shoe stores.....	...
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	7
	Number.....	4	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	1,624	5713-15,19	Other home furnishings stores.....	3
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
Retail stores, total ³		14	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	...
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	1
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	...	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).--Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).--Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).--Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).--Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).--Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).--Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).--Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).--Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).--Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU

FEB 1



CENTRAL BUSINESS DISTRICT STATISTICS

Oklahoma City,
Okla., Area

1958
Census
of
Business

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS
Robert W. Burgess, Director



BUREAU OF THE CENSUS

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Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Oklahoma City, Okla., Area—BC58-CBD58

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

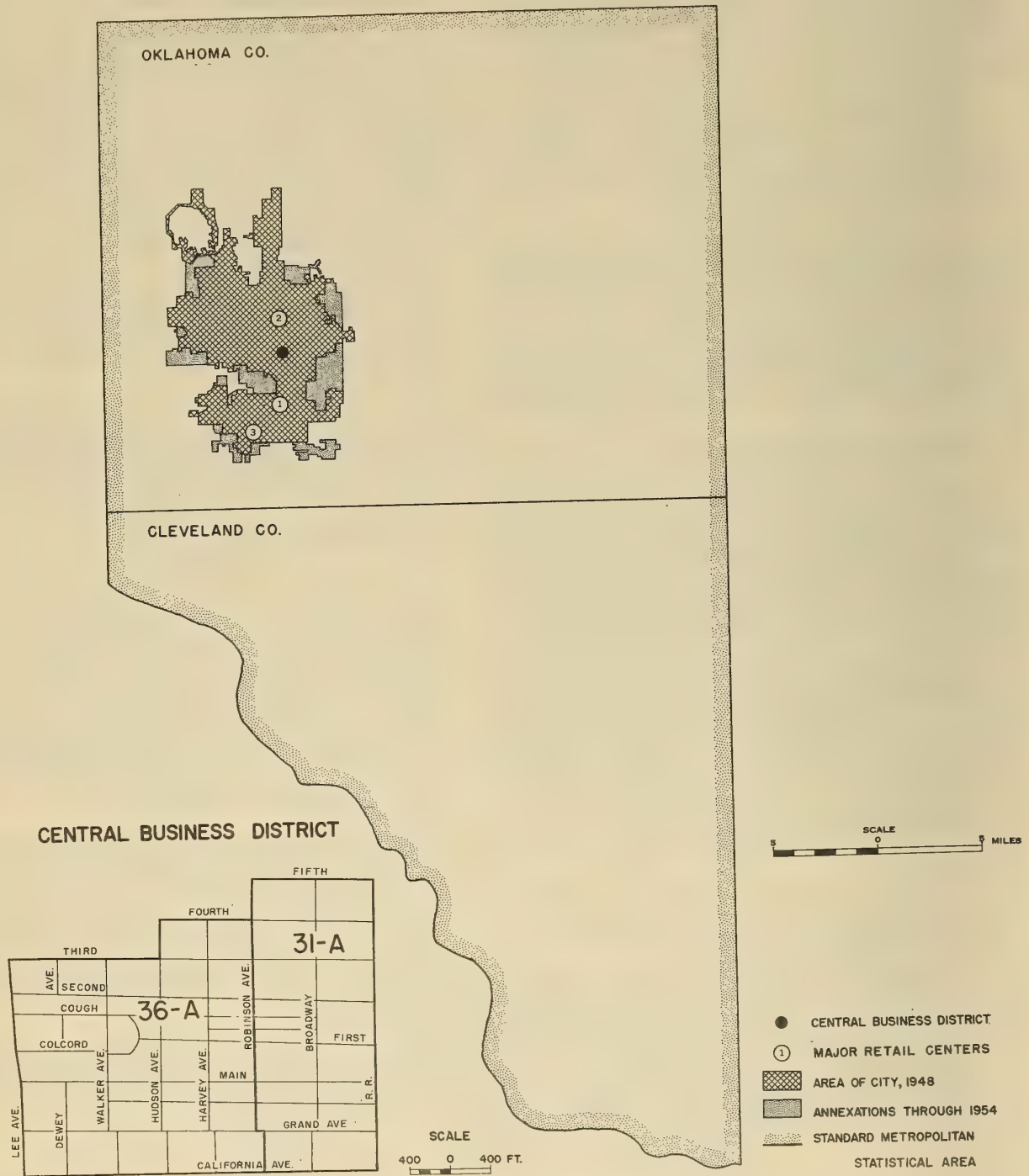
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

OKLAHOMA CITY, OKLAHOMA STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



31-A TRACT NUMBER

DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF OKLAHOMA CITY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab-lish-ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	346	93,825	15,045	5,846	5,241	372	91,184	13,464
52	Lumber, building materials, hardware, farm equipment dealers.....	6	1,816	250	67	63	4	1,114	137
5251	Hardware stores.....
52 ex. 5251	Other.....	6	1,816	250	67	63	4	1,114	137
53 part ²	General merchandise group stores ^{2 3}	9	29,896	4,758	2,149	1,914	12	32,953	4,282
531	Department stores.....	5	27,523	4,371	1,900	1,741	5	(D)	(D)
533	Limited price variety stores.....	2	(D)	(D)	(D)	(D)	4	2,739	423
539	Other general merchandise stores.....	2	(D)	(D)	(D)	(D)	3	(D)	(D)
54	Food stores.....	7	329	31	15	9	9	424	22
55 ex. 554	Automotive dealers.....	10	9,355	1,063	229	229	13	6,010	480
554	Gasoline service stations.....	6	422	40	19	15	5	324	47
56	Apparel, accessory stores.....	93	22,085	3,532	1,326	1,117	101	21,823	3,486
561, 567	Men's, boys' apparel stores, custom tailors ⁴	26	3,472	594	137	134	21	3,690	569
562, 563, 568	Women's clothing, specialty stores....	31	10,067	1,573	657	541	30	9,406	1,491
562	Ready-to-wear stores ⁵	26	9,827	1,544	640	526	18	8,197	1,225
565	Family clothing stores ⁵	9	4,639	835	336	297	8	3,665	785
566	Shoe stores.....	21	2,857	397	144	95	29	3,408	477
564, 569	Other apparel stores.....	6	(D)	(D)	(D)	(D)	11	1,494	164
57	Furniture, home furnishings, equipment stores.....	29	9,935	1,638	459	438	27	9,413	1,466
5712	Furniture stores ⁴	14	6,862	1,129	300	299	13	5,844	978
5713-15, 19	Other home furnishings stores ⁴	4	(D)	(D)	(D)	(D)	4	790	112
572, 573	Household appliance, radio, TV, music stores.....	11	2,757	464	147	127	10	2,779	376
58	Eating, drinking places.....	97	6,382	1,612	909	831	110	6,156	1,480
5812	Eating places.....	74	5,849	1,558	873	798	83	5,190	1,361
5813	Drinking places.....	23	533	54	36	33	27	966	119
591	Drug stores, proprietary stores.....	7	2,082	352	113	112	13	2,654	449
59 ex. 591	Other retail stores ⁶	82	11,523	1,769	560	513	78	10,313	1,615
592	Liquor stores.....
594	Book, stationery stores.....	5	(D)	(D)	(D)	(D)	2	(D)	(D)
595	Sporting goods, bicycle stores.....	4	686	109	36	35	3	975	195
597	Jewelry stores.....	20	6,002	856	252	230	21	5,340	873
5992	Florists.....	1	(D)	(D)	(D)	(D)	2	(D)	(D)
5996	Camera, photographic supply stores....	3	240	41	15	12	5	666	67
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	38	5,770	2,202	1,328	1,232	30	6,021	2,253
783	Motion picture theaters.....	9	1,284	319	137	136	7	1,148	207

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$1,343,000 of which \$662,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

OKLAHOMA CITY, OKLA., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF OKLAHOMA CITY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,476	463,548	53,765	22,149	18,722	3,074	396,930	43,690
52	Lumber, building materials, hardware, farm equipment dealers.....	173	27,772	3,324	1,134	791	137	27,287	3,290
5251	Hardware stores.....	31	2,422	323	103	98	27	1,473	177
52 ex. 5251	Other.....	142	25,350	3,001	1,031	693	110	25,814	3,113
53 part ²	General merchandise group stores ^{2 3}	121	65,493	9,893	4,151	3,361	90	59,075	7,965
531	Department stores.....	11	49,509	8,018	3,067	2,647	8	44,531	5,888
533	Limited price variety stores.....	50	8,718	1,182	769	428	50	7,067	1,372
539	Other general merchandise stores.....	34	(D)	(D)	(D)	(D)	30	(D)	705
54	Food stores.....	499	101,111	6,321	2,662	1,766	574	83,846	4,785
55 ex. 554	Automotive dealers.....	280	85,832	7,876	1,953	1,902	237	80,946	6,753
554	Gasoline service stations.....	524	34,340	3,259	1,392	1,258	404	24,946	2,237
56	Apparel, accessory stores.....	239	35,215	5,210	1,960	1,637	200	30,108	4,467
561, 567	Men's, boys' apparel stores, custom tailors ⁴	49	5,985	955	248	236	32	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	88	14,147	2,103	855	700	72	12,151	1,831
562	Ready-to-wear stores ⁵	52	(D)	(D)	(D)	(D)	38	(D)	(D)
565	Family clothing stores ⁵	20	7,457	1,175	490	426	16	(D)	(D)
566	Shoe stores.....	54	5,521	737	273	187	46	(D)	(D)
564, 569	Other apparel stores.....	20	1,993	240	94	88	26	2,484	(D)
57	Furniture, home furnishings, equipment stores.....	238	30,656	3,995	1,139	1,081	225	23,427	3,340
5712	Furniture stores ⁴	94	17,097	2,320	635	613	68	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	42	3,539	489	140	132	36	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	102	10,020	1,186	364	336	89	7,743	1,101
58	Eating, drinking places.....	806	34,363	7,305	4,352	3,917	665	28,571	5,462
5812	Eating places.....	600	29,418	6,829	4,072	3,662	458	23,392	4,891
5813	Drinking places.....	206	4,945	476	280	255	207	5,179	571
591	Drug stores, proprietary stores.....	140	18,448	2,628	2,076	1,778	154	15,616	2,200
59 ex. 591	Other retail stores ⁶	456	30,318	3,954	1,330	1,231	388	23,108	3,191
592	Liquor stores.....	21	1,178	(D)	(D)	(D)	21	615	(D)
594	Book, stationery stores.....	18	2,537	437	145	128	12	1,969	440
595	Sporting goods, bicycle stores.....	27	2,030	213	83	76	19	1,449	241
597	Jewelry stores.....	60	8,567	1,118	334	310	36	5,756	937
5992	Florists.....	37	2,049	364	120	115	32	(D)	(D)
5996	Camera, photographic supply stores....	11	996	123	43	39	11	1,015	143
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	114	6,943	2,503	1,509	1,395	82	(D)	(D)
783	Motion picture theaters.....	40	2,767	583	311	282	34	2,604	486

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
OKLAHOMA CITY STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	4,474	564,861	63,078	26,153	22,018	3,831	464,763	49,643
52	Lumber, building materials, hardware, farm equipment dealers.....	244	36,698	4,123	1,378	1,019	184	33,241	3,714
5251	Hardware stores.....	50	2,936	345	118	111	38	2,022	203
52 ex. 5251	Other.....	194	33,762	3,778	1,260	908	146	31,219	3,511
53 part ²	General merchandise group stores ^{2 3}	168	70,654	10,357	4,403	3,564	134	64,637	8,675
531	Department stores.....	11	49,509	8,018	3,067	2,647	8	44,531	5,888
533	Limited price variety stores.....	62	10,045	1,332	867	485	61	8,457	1,667
539	Other general merchandise stores.....	55	(D)	(D)	(D)	(D)	61	11,585	1,120
54	Food stores.....	668	131,897	8,048	3,352	2,292	716	103,472	5,908
55 ex. 554	Automotive dealers.....	350	103,938	9,400	2,367	2,264	291	92,769	7,762
554	Gasoline service stations.....	684	44,233	4,034	1,739	1,554	527	30,673	2,651
56	Apparel, accessory stores.....	295	41,645	5,955	2,278	1,855	244	33,270	4,728
561, 567	Men's, boys' apparel stores, custom tailors ⁴	62	7,152	1,069	304	258	40	5,389	772
562, 563, 568	Women's clothing, specialty stores....	108	15,963	2,300	956	779	88	13,355	1,939
562	Ready-to-wear stores ⁵	65	14,975	2,237	926	751	50	11,184	1,555
565	Family clothing stores ⁵	29	9,794	1,466	587	494	19	5,059	895
566	Shoe stores.....	63	6,309	844	320	220	51	5,917	821
564, 569	Other apparel stores.....	25	2,315	(D)	(D)	(D)	33	(D)	301
57	Furniture, home furnishings, equipment stores.....	292	34,238	4,419	1,271	1,203	268	26,262	3,569
5712	Furniture stores ⁴	114	19,353	2,595	711	689	76	13,113	1,863
5713-15, 19	Other home furnishings stores ⁴	51	3,761	514	147	139	37	3,120	517
572, 573	Household appliance, radio, TV, music stores.....	127	11,124	1,310	413	375	109	8,835	1,189
58	Eating, drinking places.....	996	42,066	9,143	5,449	4,832	811	33,835	6,453
5812	Eating places.....	752	36,304	8,600	5,122	4,530	569	27,240	5,691
5813	Drinking places.....	244	5,762	543	327	302	242	6,595	762
591	Drug stores, proprietary stores.....	185	22,715	3,116	2,329	1,981	186	18,419	2,575
59 ex. 591	Other retail stores ⁶	592	36,777	4,483	1,587	1,454	470	28,185	3,608
592	Liquor stores.....	33	1,673	90	43	42	26	857	59
594	Book, stationery stores.....	24	3,464	518	223	197	15	2,316	491
595	Sporting goods, bicycle stores.....	40	2,389	232	89	81	24	(D)	(D)
597	Jewelry stores.....	76	9,460	1,224	378	349	49	6,141	995
5992	Florists.....	45	2,316	398	136	123	38	1,899	306
5996	Camera, photographic supply stores....	13	1,006	123	43	39	11	1,015	143
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	117	7,227	2,576	1,508	1,405	83	6,918	2,507
783	Motion picture theaters.....	61	3,806	767	453	406	42	2,976	530

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

OKLAHOMA CITY, OKLA., AREA

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Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF OKLAHOMA CITY, THE ENTIRE CITY, AND OKLAHOMA CITY STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	2.9	16.8	20.9	21.5	26.1
52	Lumber, building materials, hardware, farm equipment dealers.....	63.0	1.8	-0.8	10.4	8.6
5251	Hardware stores.....	...	64.4	64.4	45.2	45.2
52 ex. 5251	Other.....	63.0	-1.8	-4.7	8.1	6.1
53 part ²	General merchandise group stores ^{2 3}	-9.3	10.9	36.3	9.3	28.6
531	Department stores.....	(D)	11.2	(D)	11.2	(D)
533	Limited price variety stores.....	(D)	23.4	(D)	18.8	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-22.4	20.6	20.8	27.5	27.7
55 ex. 554	Automotive dealers.....	55.7	6.0	2.1	12.0	9.1
554	Gasoline service stations.....	30.2	37.7	37.8	44.2	44.4
56	Apparel, accessory stores.....	1.2	17.0	58.5	25.2	70.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-5.9	(D)	(D)	32.7	116.6
562, 563, 568	Women's clothing, specialty stores.....	7.0	16.4	48.6	19.5	49.3
562	Ready-to-wear stores ⁵	19.9	(D)	(D)	33.9	-25.8
565	Family clothing stores ⁵	26.6	(D)	(D)	93.6	269.8
566	Shoe stores.....	-16.2	(D)	(D)	6.6	37.6
564, 569	Other apparel stores.....	(D)	-19.8	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	5.5	30.9	47.9	30.4	44.2
5712	Furniture stores ⁴	17.4	(D)	(D)	47.6	71.8
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	20.5	(D)
572, 573	Household appliance, radio, TV, music stores.....	-0.8	29.4	46.3	25.9	38.2
58	Eating, drinking places.....	3.7	20.3	24.8	24.3	28.9
5812	Eating places.....	12.7	25.8	29.5	33.3	38.1
5813	Drinking places.....	-44.8	-4.5	4.7	-12.6	-7.1
591	Drug stores, proprietary stores.....	-21.6	18.1	26.3	23.3	30.9
59 ex. 591	Other retail stores ⁶	11.7	31.2	46.9	-30.5	41.3
592	Liquor stores.....	...	91.5	91.5	95.2	95.2
594	Book, stationery stores.....	(D)	28.8	(D)	49.6	(D)
595	Sporting goods, bicycle stores.....	-29.7	40.1	183.5	(D)	(D)
597	Jewelry stores.....	12.4	48.8	516.6	54.0	331.7
5992	Florists.....	(D)	(D)	(D)	22.0	(D)
5996	Camera, photographic supply stores.....	-64.0	-1.9	116.6	-0.9	119.5
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	-4.2	(D)	(NA)	4.5	62.4
783	Motion picture theaters.....	11.8	6.3	1.9	27.9	40.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF OKLAHOMA CITY AND OF OKLAHOMA CITY STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	20.2	23.0	16.6	19.6
52	Lumber, building materials, hardware, farm equipment dealers...	6.5	4.1	4.9	3.4
5251	Hardware stores.....	...	(NA)
52 ex. 5251	Other.....	7.2	(NA)	5.4	3.6
53 part ²	General merchandise group stores ^{2 3}	45.6	55.8	42.3	53.5
531	Department stores.....	55.6	(D)	55.6	(D)
533	Limited price variety stores.....	(D)	38.8	(D)	32.4
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	3.3	0.5	0.2	0.4
55 ex. 554	Automotive dealers.....	10.9	10.3	9.0	6.5
554	Gasoline service stations.....	1.2	1.3	1.0	1.1
56	Apparel, accessory stores.....	62.7	72.5	53.0	65.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	58.0	(D)	48.5	68.5
562, 563, 568	Women's clothing, specialty stores.....	71.2	77.4	63.1	70.4
562	Ready-to-wear stores ⁵	(D)	(D)	65.6	73.3
565	Family clothing stores ⁵	62.2	(D)	47.4	72.4
566	Shoe stores.....	51.7	(D)	45.3	57.6
564, 569	Other apparel stores.....	(D)	60.1	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	32.4	40.2	29.0	35.8
5712	Furniture stores ⁴	40.1	(D)	35.5	44.6
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	25.3
572, 573	Household appliance, radio, TV, music stores.....	27.5	35.9	24.8	31.5
58	Eating, drinking places.....	18.6	21.5	15.2	18.2
5812	Eating places.....	19.9	22.2	16.1	19.1
5813	Drinking places.....	10.8	18.7	9.3	14.6
591	Drug stores, proprietary stores.....	11.3	17.0	9.2	14.4
59 ex. 591	Other retail stores ⁶	38.0	44.8	31.3	36.6
592	Liquor stores.....
594	Book, stationery stores.....	(D)	(NA)	(D)	(D)
595	Sporting goods, bicycle stores.....	33.8	67.3	28.7	(D)
597	Jewelry stores.....	70.1	92.8	63.4	86.7
5992	Florists.....	(D)	(D)	(D)	(D)
5996	Camera, photographic supply stores.....	24.1	68.7	23.9	65.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF OKLAHOMA CITY, THE ENTIRE CITY, AND OKLAHOMA CITY STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.9	1.2	6.0	6.9	6.5	7.1
5251	Hardware stores.....	...	(NA)	0.5	0.4	0.5	0.4
52 ex. 5251	Other.....	1.9	(NA)	5.5	6.5	6.0	6.7
53 part ²	General merchandise group stores ^{2 3}	31.9	36.1	14.1	14.9	12.5	13.9
531	Department stores.....	29.3	(D)	10.7	11.2	8.8	9.6
533	Limited price variety stores.....	(D)	3.0	1.9	1.8	1.8	1.8
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)	2.5
54	Food stores.....	0.4	0.5	21.8	21.1	23.4	22.3
55 ex. 554	Automotive dealers.....	10.0	6.6	18.5	20.4	18.4	20.0
554	Gasoline service stations.....	0.4	0.4	7.4	6.3	7.8	6.6
56	Apparel, accessory stores.....	23.5	23.9	7.6	7.6	7.4	7.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.7	4.0	1.3	(D)	1.3	1.2
562, 563, 568	Women's clothing, specialty stores....	10.7	10.3	3.1	3.1	2.8	2.9
562	Ready-to-wear stores ⁵	10.5	9.0	(D)	(D)	2.7	2.4
565	Family clothing stores ⁵	4.9	4.0	1.6	(D)	1.7	1.1
566	Shoe Stores.....	3.0	3.7	1.2	(D)	1.1	1.3
564, 569	Other apparel stores.....	(D)	1.6	0.4	0.6	0.4	(D)
57	Furniture, home furnishings, equipment stores.....	10.6	10.3	6.7	5.9	6.1	5.6
5712	Furniture stores ⁴	7.3	6.4	3.7	(D)	3.4	2.8
5713-15, 19	Other home furnishings stores ⁴	(D)	0.9	0.8	(D)	0.7	0.7
572, 573	Household appliance, radio, TV, music stores.....	2.9	3.0	2.2	2.0	2.0	1.9
58	Eating, drinking places.....	6.8	6.8	7.4	7.2	7.4	7.3
5812	Eating places.....	6.2	5.7	6.3	5.9	6.4	5.9
5813	Drinking places.....	0.6	1.1	1.1	1.3	1.0	1.4
591	Drug stores, proprietary stores.....	2.2	2.9	4.0	3.9	4.0	4.0
59 ex. 591	Other retail stores ⁶	12.3	11.3	6.5	5.8	6.5	6.0
592	Liquor stores.....	0.3	0.2	0.3	0.2
594	Book, stationery stores.....	(D)	(NA)	0.5	0.5	0.6	0.5
595	Sporting goods, bicycle stores.....	0.7	1.1	0.4	0.4	0.4	(D)
597	Jewelry stores.....	6.4	5.9	1.8	1.5	1.7	1.3
5992	Florists.....	(D)	(D)	0.4	(D)	0.4	0.4
5996	Camera, photographic supply stores....	0.3	0.7	0.2	0.3	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE OKLAHOMA CITY STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the area known as "Capitol Hill Shopping Area" bounded by SW. 24th St., South Broadway, SW. 26th St., and South Walker Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	4
	Number.....	55	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	8,221	56	Apparel, accessory stores ¹	8
54, 58, 591-2	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	14	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	714	562	Ready-to-wear stores ⁵	2
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵	1
56, 57	Number.....	24	566	Shoe stores.....	3
	Sales.....(\$1,000)...	5,948	564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	9
	Number.....	17	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	1,559	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	6
	Retail stores, total ²	55	58	Eating, drinking places.....	10
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	8
5251	Hardware stores.....	...	5813	Drinking places.....	2
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	3
53 part ²	General merchandise group stores ^{1 2}	7	59 ex. 591	Other retail stores ⁶	12
531	Department stores.....	2	592	Liquor stores.....	...
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	3	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	5
54	Food stores.....	1	5992	Florists.....	2
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes the stores on NW. 23rd St. from North Hudson Ave. to North Lee Ave., and on North Walker Ave. from NW. 23rd St. to NW. 25th St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	35	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	10,802	56	Apparel, accessory stores ¹	11
54, 58, 591-2	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	6	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	1,640	562	Ready-to-wear stores ⁵	2
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵	1
56, 57	Number.....	18	566	Shoe stores.....	4
	Sales.....(\$1,000)...	8,102	564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	11	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	1,060	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ²	35	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	3	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE OKLAHOMA CITY STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Reding Shopping Center" on South Western Ave. from 4100 to 4400 inclusive, and on SW. 44th St. from South Western Ave. to South Klein Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	18	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	7,366	56	Apparel, accessory stores ¹	5
54, 58, 591-2	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	3	562-3, 568	Women's clothing, specialty stores....	3
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵	3
53 part, ² 56, 57	Shopping goods stores: ²		565	Family clothing stores ⁵
	Number.....	10	566	Shoe stores.....	1
	Sales.....(\$1,000)...	3,388	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	5	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	18	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	2	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	1	5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Omaha, Nebr.-
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1958
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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

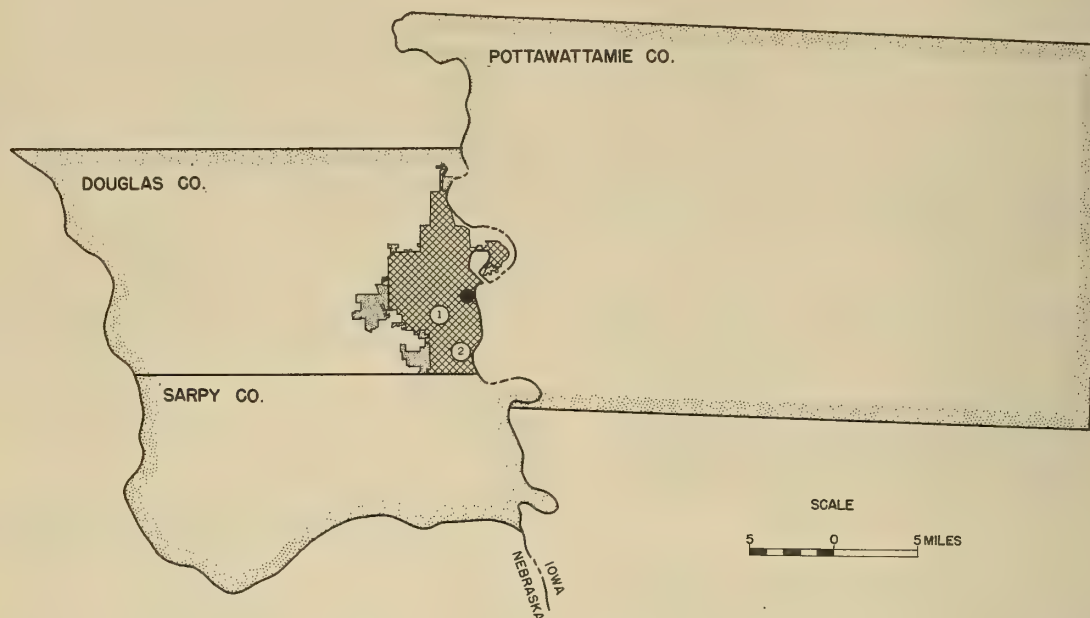
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

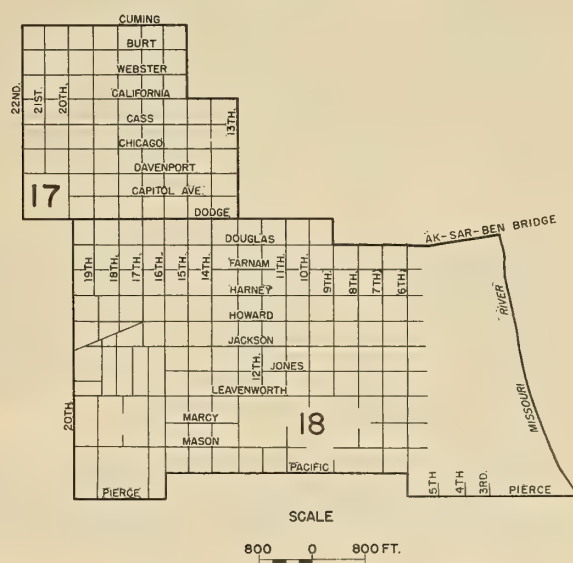
For explanation of procedures and definitions, see Appendix.

OMAHA, NEBR. - IOWA

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY, 1954
- ▨ ANNEXATIONS THROUGH 1958
- ▨ STANDARD METROPOLITAN STATISTICAL AREA
- 17 TRACT NUMBER

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF OMAHA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	470	121,502	19,716	7,150	6,386	529	126,754	20,176
52	Lumber, building materials, hardware, farm equipment dealers.....	15	5,871	995	250	235	16	5,889	929
5251	Hardware stores.....	6	2,114	347	95	84	9	2,434	333
52 ex. 5251	Other.....	9	3,757	648	155	151	7	3,455	596
53 part ²	General merchandise group stores ^{2 3}	8	43,639	7,765	2,876	2,558	14	40,513	7,071
531	Department stores.....	3	39,689	7,041	2,497	2,312	3	35,917	6,289
533	Limited price variety stores.....	4	(D)	(D)	(D)	(D)	7	(D)	746
539	Other general merchandise stores.....	1	(D)	(D)	(D)	(D)	4	(D)	36
54	Food stores.....	23	4,013	329	120	98	29	5,200	416
55 ex. 554	Automotive dealers.....	12	11,610	1,422	330	302	15	18,314	2,250
554	Gasoline service stations.....	16	1,519	154	51	43	20	2,054	269
56	Apparel, accessory stores.....	84	21,132	3,447	1,308	1,162	95	21,251	3,328
561, 567	Men's, boys' apparel stores, custom tailors ⁴	25	2,875	391	128	119	22	2,948	362
562, 563, 568	Women's clothing, specialty stores....	27	10,922	1,734	761	673	29	9,962	1,496
562	Ready-to-wear stores ⁵	19	9,742	1,565	690	613	15	8,556	1,318
565	Family clothing stores ⁵	4	(D)	(D)	(D)	(D)	6	5,285	1,063
566	Shoe stores.....	22	2,770	404	127	85	24	3,088	385
564, 569	Other apparel stores.....	1	(D)	(D)	(D)	(D)	10	695	108
57	Furniture, home furnishings, equipment stores.....	29	7,781	1,167	301	284	30	7,703	1,311
5712	Furniture stores ⁴	7	3,000	524	127	119	9	4,258	772
5713-15, 19	Other home furnishings stores ⁴	7	1,423	187	41	37	4	509	119
572, 573	Household appliance, radio, TV, music stores.....	15	3,358	456	133	128	15	2,910	420
58	Eating, drinking places.....	148	10,052	2,119	1,121	1,008	161	11,786	2,571
5812	Eating places.....	86	6,276	1,540	866	779	83	7,253	1,912
5813	Drinking places.....	62	3,776	579	255	229	78	4,533	659
591	Drug stores, proprietary stores.....	18	4,531	635	233	188	20	3,945	542
59 ex. 591	Other retail stores ⁶	118	11,354	1,683	560	508	129	10,099	1,489
592	Liquor stores.....	14	874	78	40	40	13	943	57
594	Book, stationery stores.....	10	755	146	53	49	7	1,151	225
595	Sporting goods, bicycle stores.....	6	706	59	32	27	7	793	78
597	Jewelry stores.....	22	2,921	418	137	121	22	2,963	451
5992	Florists.....	5	157	35	11	8	6	299	57
5996	Camera, photographic supply stores....	6	900	101	33	31	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	42	5,975	2,129	1,333	1,117	44	6,750	2,175
783	Motion picture theaters.....	42	965	237	121	113	5	1,480	297

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$3,063,000 of which \$828,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

OMAHA, NEBR.-IOWA, AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF OMAHA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,576	434,612	(D)	(D)	(D)	2,489	384,469	(D)
52	Lumber, building materials, hardware, farm equipment dealers.....	151	27,685	3,323	890	769	122	25,043	3,109
5251	Hardware stores.....	53	5,024	655	191	166	55	5,135	(D)
52 ex. 5251	Other.....	98	22,661	2,668	699	603	67	19,908	(D)
53 part ²	General merchandise group stores ^{2 3}	58	63,818	(D)	(D)	(D)	54	53,022	(D)
531	Department stores.....	6	(D)	(D)	(D)	(D)	5	(D)	(D)
533	Limited price variety stores.....	26	(D)	(D)	(D)	(D)	21	6,074	(D)
539	Other general merchandise stores.....	22	(D)	(D)	(D)	(D)	28	(D)	(D)
54	Food stores.....	468	92,942	5,934	2,323	1,557	532	76,391	4,793
55 ex. 554	Automotive dealers.....	128	79,412	7,356	1,826	1,749	113	77,192	7,480
554	Gasoline service stations.....	307	25,684	2,138	863	636	271	18,996	1,499
56	Apparel, accessory stores.....	176	28,253	4,183	1,620	1,388	170	(D)	(D)
561, 567	Men's, boys' apparel stores, custom tailors.....	40	(D)	(D)	(D)	(D)	36	4,555	523
562, 563, 568	Women's clothing, specialty stores.....	56	12,685	1,864	835	725	53	13,524	1,979
562	Ready-to-wear stores ⁵	29	10,751	1,594	735	640	36	(D)	(D)
565	Family clothing stores ⁵	16	(D)	(D)	(D)	(D)	9	5,454	1,077
566	Shoe stores.....	42	(D)	599	193	135	40	(D)	(D)
564, 569	Other apparel stores.....	10	680	(D)	(D)	(D)	20	1,483	(D)
57	Furniture, home furnishings, equipment stores.....	148	29,166	3,611	956	876	130	24,805	3,138
5712	Furniture stores ⁴	32	(D)	1,262	332	300	29	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	42	6,630	960	211	187	22	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	74	(D)	1,389	413	389	63	(D)	(D)
58	Eating, drinking places.....	625	39,469	8,207	4,292	3,520	619	39,936	11,778
5812	Eating places.....	330	24,636	6,389	3,467	2,836	295	22,146	9,496
5813	Drinking places.....	295	14,833	1,818	825	684	324	17,790	2,282
591	Drug stores, proprietary stores.....	115	16,001	2,044	891	645	126	13,489	1,535
59 ex. 591	Other retail stores ⁶	400	32,182	3,728	1,324	1,135	352	(D)	3,071
592	Liquor stores.....	97	(D)	(D)	(D)	(D)	57	4,796	(D)
594	Book, stationery stores.....	12	(D)	(D)	(D)	(D)	11	1,255	242
595	Sporting goods, bicycle stores.....	16	(D)	(D)	(D)	(D)	15	1,010	93
597	Jewelry stores.....	35	(D)	(D)	(D)	(D)	36	3,432	(D)
5992	Florists.....	33	1,384	251	93	76	35	1,191	168
5996	Camera, photographic supply stores.....	8	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	81	8,904	(D)	(D)	(D)	64	(D)	(D)
783	Motion picture theaters.....	20	(D)	(D)	(D)	(D)	24	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
OMAHA STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,539	542,199	60,734	22,778	18,685	3,473	477,484	58,136
52	Lumber, building materials, hardware, farm equipment dealers.....	250	44,259	4,828	1,353	1,198	225	41,597	4,635
5251	Hardware stores.....	77	6,250	764	238	204	81	8,943	917
52 ex. 5251	Other.....	173	38,009	4,064	1,115	994	144	32,654	3,718
53 part ²	General merchandise group stores ^{2 3}	89	69,396	11,305	4,324	3,602	84	56,971	9,570
531	Department stores.....	7	54,715	9,215	3,324	2,945	6	44,835	7,813
533	Limited price variety stores.....	35	7,518	1,250	662	380	32	7,429	1,263
539	Other general merchandise stores.....	35	(D)	(D)	(D)	(D)	46	4,707	494
54	Food stores.....	628	121,439	7,680	2,999	2,029	694	97,560	5,888
55 ex. 554	Automotive dealers.....	181	94,329	8,649	2,137	2,044	166	93,433	8,860
554	Gasoline service stations.....	462	38,113	3,046	1,289	965	429	28,287	2,115
56	Apparel, accessory stores.....	214	32,325	4,631	1,824	1,539	210	33,197	4,766
561, 567	Men's, boys' apparel stores, custom tailors ⁴	49	4,627	569	189	167	42	6,072	712
562, 563, 568	Women's clothing, specialty stores....	65	13,206	1,913	865	739	65	14,189	2,046
562	Ready-to-wear stores ⁵	35	11,225	1,641	763	654	43	13,337	1,932
565	Family clothing stores ⁵	25	8,180	1,358	498	437	16	6,344	1,187
566	Shoe stores.....	52	5,398	698	231	160	50	4,820	550
564, 569	Other apparel stores.....	11	(D)	(D)	(D)	(D)	23	1,564	271
57	Furniture, home furnishings, equipment stores.....	191	33,608	4,127	1,109	1,015	183	28,301	3,597
5712	Furniture stores ⁴	42	13,980	1,455	402	361	40	14,720	1,738
5713-15, 19	Other home furnishings stores ⁴	46	(D)	(D)	(D)	(D)	24	2,325	546
572, 573	Household appliance, radio, TV, music stores.....	103	12,958	1,707	493	464	95	10,964	1,313
58	Eating, drinking places.....	861	47,853	9,624	5,123	4,176	868	49,467	13,296
5812	Eating places.....	469	30,094	7,511	4,114	3,362	430	28,380	10,730
5813	Drinking places.....	392	17,759	2,113	1,009	814	438	21,087	2,566
591	Drug stores, proprietary stores.....	151	19,935	2,492	1,076	785	166	16,661	1,897
59 ex. 591	Other retail stores ⁶	512	40,942	4,352	1,544	1,332	448	32,010	3,512
592	Liquor stores.....	105	8,034	540	253	202	62	5,500	394
594	Book, stationery stores.....	13	1,347	301	101	80	12	(D)	(D)
595	Sporting goods, bicycle stores.....	20	1,223	91	47	36	20	(D)	(D)
597	Jewelry stores.....	47	3,765	496	173	149	47	3,880	537
5992	Florists.....	45	1,619	269	101	82	42	1,409	190
5996	Camera, photographic supply stores....	9	1,333	140	46	42	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	95	9,590	3,113	1,958	1,687	74	9,239	2,944
783	Motion picture theaters.....	35	(D)	(D)	(D)	(D)	37	3,347	703

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF OMAHA, THE ENTIRE CITY, AND OMAHA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-4.1	13.0	21.5	13.6	19.9
52	Lumber, building materials, hardware, farm equipment dealers.....	-0.3	10.5	13.9	6.4	7.5
5251	Hardware stores.....	-13.1	-2.2	7.7	-30.1	-36.5
52 ex. 5251	Other.....	8.7	13.8	14.9	16.4	17.3
53 part ²	General merchandise group stores ^{2 3}	7.7	20.4	61.3	21.8	56.5
531	Department stores.....	10.5	(D)	(D)	22.0	68.5
533	Limited price variety stores.....	(D)	(D)	(D)	1.2	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-22.8	21.7	24.9	24.5	27.1
55 ex. 554	Automotive dealers.....	-36.6	2.9	15.2	1.0	10.1
554	Gasoline service stations.....	-26.0	35.2	42.6	34.7	39.5
56	Apparel, accessory stores.....	-0.6	(D)	(D)	-2.6	-6.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-2.5	(D)	(D)	-23.8	-43.9
562, 563, 568	Women's clothing, specialty stores.....	9.6	-6.2	-50.5	-6.9	-46.0
562	Ready-to-wear stores ⁵	13.9	(D)	(D)	-15.8	-69.0
565	Family clothing stores ⁵	(D)	(D)	(D)	28.9	(D)
566	Shoe stores.....	-10.3	(D)	(D)	12.0	51.7
564, 569	Other apparel stores.....	(D)	-54.1	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	1.0	17.6	25.0	18.8	25.4
5712	Furniture stores ⁴	-29.6	(D)	(D)	-5.0	5.0
5713-15, 19	Other home furnishings stores ⁴	179.6	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	15.4	(D)	(D)	18.2	19.2
58	Eating, drinking places.....	-14.7	-1.2	4.5	-3.3	0.3
5812	Eating places.....	-13.5	11.2	23.3	6.0	12.7
5813	Drinking places.....	-16.7	-16.6	-16.6	-15.8	-15.5
591	Drug stores, proprietary stores.....	14.9	18.6	20.2	19.7	21.1
59 ex. 591	Other retail stores ⁶	12.4	(D)	(D)	27.9	35.0
592	Liquor stores.....	-7.3	(D)	(D)	46.1	57.1
594	Book, stationery stores.....	-34.4	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	-11.0	(D)	(D)	(D)	(D)
597	Jewelry stores.....	-1.4	(D)	(D)	-3.0	-8.0
5992	Florists.....	-47.5	16.2	37.6	14.9	31.7
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	-11.5	(D)	(D)	3.8	45.2
783	Motion picture theaters.....	-34.8	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF OMAHA AND OF OMAHA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	28.0	33.0	22.4	26.5
52	Lumber, building materials, hardware, farm equipment dealers...	21.1	23.5	13.3	14.2
5251	Hardware stores.....	42.1	47.4	33.8	27.2
52 ex. 5251	Other.....	16.6	17.4	9.9	10.6
53 part ²	General merchandise group stores ^{2 3}	68.4	76.4	62.9	71.1
531	Department stores.....	(D)	(D)	72.5	80.1
533	Limited price variety stores.....	(D)	(D)	(D)	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	4.3	6.8	3.3	5.3
55 ex. 554	Automotive dealers.....	14.6	23.7	12.3	19.6
554	Gasoline service stations.....	5.9	10.8	4.0	7.3
56	Apparel, accessory stores.....	74.8	(D)	65.4	64.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	64.7	62.1	48.6
562, 563, 568	Women's clothing, specialty stores.....	86.1	73.7	82.7	70.2
562	Ready-to-wear stores ⁵	90.6	(D)	86.8	64.2
565	Family clothing stores ⁵	(D)	96.9	(D)	83.3
566	Shoe stores.....	(D)	(D)	51.3	64.1
564, 569	Other apparel stores.....	(D)	46.9	(D)	44.4
57	Furniture, home furnishings, equipment stores.....	26.7	31.0	23.2	27.2
5712	Furniture stores ⁴	(D)	(D)	21.5	28.9
5713-15, 19	Other home furnishings stores ⁴	21.5	(D)	(D)	21.9
572, 573	Household appliance, radio, TV, music stores.....	(D)	(D)	25.9	26.5
58	Eating, drinking places.....	25.5	29.5	21.0	23.8
5812	Eating places.....	25.5	32.8	20.9	25.6
5813	Drinking places.....	25.5	25.5	21.3	21.5
591	Drug stores, proprietary stores.....	28.3	29.2	22.7	23.7
59 ex. 591	Other retail stores ⁶	35.3	(D)	27.7	31.5
592	Liquor stores.....	(D)	19.7	10.9	17.1
594	Book, stationery stores.....	(D)	91.7	56.1	(D)
595	Sporting goods, bicycle stores.....	(D)	78.5	57.7	(D)
597	Jewelry stores.....	(D)	86.3	77.6	76.4
5992	Florists.....	11.3	25.1	9.7	34.1
5996	Camera, photographic supply stores.....	73.8	(D)	67.5	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF OMAHA, THE ENTIRE CITY, AND OMAHA STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	4.8	4.6	6.4	6.5	8.2	8.7
5251	Hardware stores.....	1.7	1.9	1.2	1.3	1.2	1.9
52 ex. 5251	Other.....	3.1	2.7	5.2	5.2	7.0	6.8
53 part ²	General merchandise group stores ^{2 3}	35.9	32.0	14.7	13.8	12.8	11.9
531	Department stores.....	32.7	28.3	(D)	(D)	10.1	9.3
533	Limited price variety stores.....	(D)	(D)	(D)	1.6	1.4	1.6
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)	1.0
54	Food stores.....	3.3	4.1	21.4	19.9	22.4	20.4
55 ex. 554	Automotive dealers.....	9.6	14.4	18.2	20.1	17.4	19.6
554	Gasoline service stations.....	1.3	1.6	5.9	4.9	7.0	5.9
56	Apparel, accessory stores.....	17.4	16.8	6.5	(D)	6.0	7.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.4	2.3	(D)	1.2	0.9	1.3
562, 563, 568	Women's clothing, specialty stores....	9.0	7.9	2.9	3.5	2.4	3.0
562	Ready-to-wear stores ⁵	8.0	6.7	2.5	(D)	2.1	2.8
565	Family clothing stores ⁵	(D)	4.2	(D)	1.4	1.5	1.3
566	Shoe stores.....	2.3	2.4	(D)	(D)	1.0	1.0
564, 569	Other apparel stores.....	(D)	0.5	0.2	0.4	(D)	0.3
57	Furniture, home furnishings, equipment stores.....	6.4	6.1	6.7	6.4	6.2	5.9
5712	Furniture stores ⁴	2.5	3.4	(D)	(D)	2.6	3.1
5713-15, 19	Other home furnishings stores ⁴	1.2	0.4	1.5	(D)	(D)	0.5
572, 573	Household appliance, radio, TV, music stores.....	2.8	2.3	(D)	(D)	2.4	2.3
58	Eating, drinking places.....	8.3	9.3	9.1	10.4	8.8	10.4
5812	Eating places.....	5.2	5.7	5.7	5.8	5.5	5.9
5813	Drinking places.....	3.1	3.6	3.4	4.6	3.3	4.5
591	Drug stores, proprietary stores.....	3.7	3.1	3.7	3.5	3.7	3.5
59 ex. 591	Other retail stores ⁶	9.3	8.0	7.4	(D)	7.5	6.7
592	Liquor stores.....	0.7	0.7	(D)	1.2	1.5	1.2
594	Book, stationery stores.....	0.6	0.9	(D)	0.3	0.2	(D)
595	Sporting goods, bicycle stores.....	0.6	0.6	(D)	0.3	0.2	(D)
597	Jewelry stores.....	2.4	2.3	(D)	0.9	0.7	0.8
5992	Florists.....	0.1	0.2	0.3	0.3	0.3	0.3
5996	Camera, photographic supply stores....	0.7	(D)	0.3	(D)	0.2	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE OMAHA STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "The Center" and bounded by Center, South 40th, Frances, and South 42nd

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	24	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	7,172	56	Apparel, accessory stores ¹	6
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	2
	Number.....	10	562	Ready-to-wear stores ³	2
	Sales.....(\$1,000)...	2,026	565	Family clothing stores ³
			566	Shoe stores.....	2
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	...
	Number.....	8	57	Furniture, home furnishings, equipment stores.....	...
	Sales.....(\$1,000)...	4,448	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	...
	Number.....	6	58	Eating, drinking places.....	4
	Sales.....(\$1,000)...	698	5812	Eating places.....	3
			5813	Drinking places.....	1
5251 52 ex. 5251	Retail stores, total ²	24	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	4
	Hardware stores.....	...	592	Liquor stores.....	1
	Other.....	1	594	Book, stationery stores.....	1
53 part ² 531	General merchandise group stores ^{1 2}	2	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	...
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	1
533 539	Food stores.....	4			

MRC No. 2.—Includes the area bounded by K, South 23rd, Q, and South 25th

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	10
	Number.....	112	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	24,558	56	Apparel, accessory stores ¹	21
			561, 567	Men's, boys' apparel stores, custom tailors.....	5
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	5
	Number.....	33	562	Ready-to-wear stores ³	5
	Sales.....(\$1,000)...	5,340	565	Family clothing stores ³	3
			566	Shoe stores.....	7
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	1
	Number.....	38	57	Furniture, home furnishings, equipment stores.....	12
	Sales.....(\$1,000)...	9,209	5712	Furniture stores.....	6
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	6
	Number.....	41	58	Eating, drinking places.....	16
	Sales.....(\$1,000)...	10,009	5812	Eating places.....	4
			5813	Drinking places.....	12
5251 52 ex. 5251	Retail stores, total ²	111	591	Drug stores, proprietary stores.....	4
	Lumber, building materials, hardware, farm equipment dealers.....	9	59 ex. 591	Other retail stores ⁶	17
	Hardware stores.....	5	592	Liquor stores.....	1
	Other.....	4	594	Book, stationery stores.....	...
53 part ² 531	General merchandise group stores ^{1 2}	5	595	Sporting goods, bicycle stores.....	1
	Department stores.....	1	597	Jewelry stores.....	3
	Limited price variety stores.....	3	5992	Florists.....	...
	Other general merchandise stores.....	1	5996	Camera, photographic supply stores.....	1
533 539	Food stores.....	13			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances; record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

OFFICIAL BUSINESS

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.



CENTRAL BUSINESS DISTRICT STATISTICS

Paterson-Clifton-Passaic,
N.J., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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WALTER L. KEHRES, Assistant Director for Administration
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Programs Office
A. W. VON STRUVE, Acting Public Information Officer

BUSINESS DIVISION—

Harvey Kailin, Chief
Louis Greenberg, Assistant Chief
Henry Wulff, Chief, Census Program Branch

ECONOMIC OPERATIONS DIVISION—

M. D. Bingham, Chief
Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report,
Paterson-Clifton-Passaic, N.J., Area—BC58-CBD60
Washington, D.C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

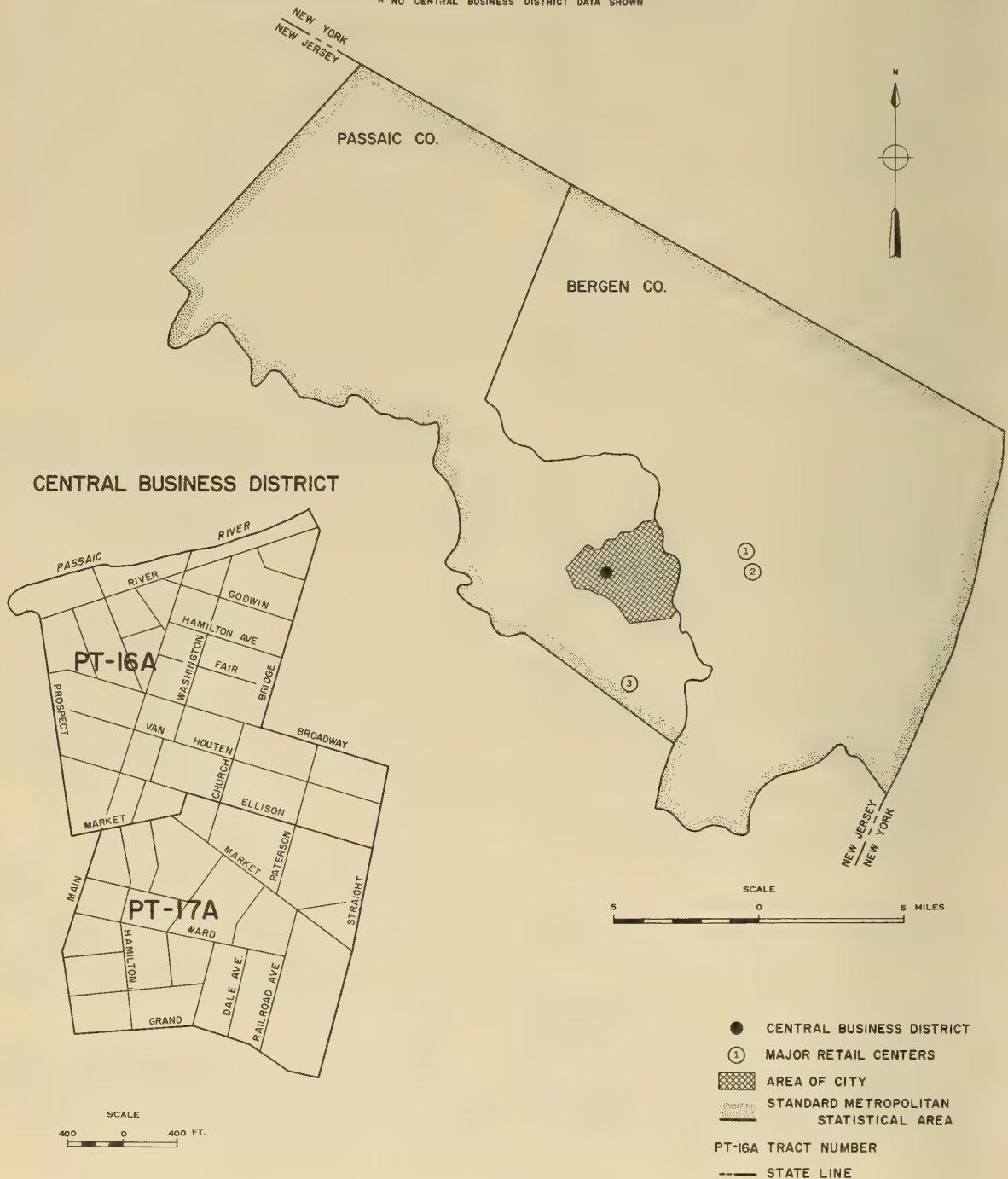
In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

PATERSON - CLIFTON* - PASSAIC*, N. J.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT

* NO CENTRAL BUSINESS DISTRICT DATA SHOWN



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF PATERSON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	577	85,357	12,663	4,313	3,233	560	81,831	12,228
52	Lumber, building materials, hardware, farm equipment dealers.....	17	1,040	95	28	25	14	907	104
5251	Hardware stores.....	7	414	39	10	9	4	185	15
52 ex. 5251	Other.....	10	626	56	18	16	10	722	89
53 part ³	General merchandise group stores ³	29	24,210	4,427	1,700	1,028	27	24,251	4,336
531	Department stores.....	2	(D)	(D)	(D)	(D)	3	18,318	3,450
533	Limited price variety stores.....	5	4,167	782	383	207	5	4,349	765
539	Other general merchandise stores.....	22	(D)	(D)	(D)	(D)	19	1,584	121
54	Food stores.....	86	13,712	1,209	386	287	91	12,226	1,118
55 ex. 554	Automotive dealers.....	13	3,374	365	73	73	10	1,731	235
554	Gasoline service stations.....	14	697	66	22	22	7	339	28
56	Apparel, accessory stores.....	139	19,328	2,918	952	773	150	19,930	2,852
561, 567	Men's, boys' apparel stores, custom tailors ⁴	35	4,166	602	152	122	28	4,390	684
562, 563, 568	Women's clothing, specialty stores....	60	6,902	1,140	426	362	62	7,457	1,143
562	Ready-to-wear stores ⁵	34	4,525	755	294	248	32	5,899	949
565	Family clothing stores ⁵	6	3,253	(D)	(D)	(D)	6	2,384	307
566	Shoe stores.....	29	3,892	500	143	118	37	3,569	455
564, 569	Other apparel stores.....	5	(D)	(D)	(D)	(D)	13	2,082	263
57	Furniture, home furnishings, equipment stores.....	57	9,705	1,510	410	394	63	10,618	1,550
5712	Furniture stores ⁴	13	3,788	508	146	142	18	3,777	727
5713-15, 19	Other home furnishings stores ⁴	20	2,189	501	126	123	19	2,189	380
572, 573	Household appliance, radio, TV, music stores.....	24	3,728	501	138	129	24	4,592	443
58	Eating, drinking places.....	113	5,149	998	416	371	100	4,954	963
5812	Eating places.....	49	3,345	739	302	266	52	3,367	690
5813	Drinking places.....	64	1,804	259	114	105	48	1,587	273
591	Drug stores, proprietary stores.....	9	1,917	313	97	73	10	1,714	300
59 ex. 591	Other retail stores ⁶	100	6,225	762	229	187	88	5,161	742
592	Liquor stores.....	9	663	35	12	12	11	595	49
594	Book, stationery stores.....	6	407	33	11	11	9	742	121
595	Sporting goods, bicycle stores.....	7	617	67	20	17	9	626	83
597	Jewelry stores.....	19	957	146	36	31	19	1,012	147
5992	Florists.....	9	236	56	13	13	3	180	46
5996	Camera, photographic supply stores....	5	(D)	(D)	(D)	(D)	4	526	100
SELECTED SERVICES									
7011, 7012	Hotels.....	5	(D)	(D)	(D)	(D)	4	775	287
783	Motion picture theaters.....	3	614	153	71	63	4	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$210,000.²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF PATERSON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,055	207,337	23,444	7,808	6,161	2,123	200,215	22,592
52	Lumber, building materials, hardware, farm equipment dealers.....	75	8,071	1,065	279	259	69	8,681	886
5251	Hardware stores.....	34	(D)	222	73	66	29	1,658	221
52 ex. 5251	Other.....	41	(D)	843	206	193	40	7,023	665
53 part ³	General merchandise group stores ³	63	26,066	4,619	1,784	1,074	73	26,386	4,505
531	Department stores.....	2	(D)	(D)	(D)	(D)	3	18,318	3,450
533	Limited price variety stores.....	8	4,289	788	387	211	13	5,334	903
539	Other general merchandise stores.....	49	(D)	(D)	(D)	(D)	57	2,734	152
54	Food stores.....	533	49,847	3,486	1,169	879	604	43,148	2,811
55 ex. 554	Automotive dealers.....	75	31,989	2,481	586	572	79	32,199	3,102
554	Gasoline service stations.....	157	8,881	568	211	171	131	6,420	447
56	Apparel, accessory stores.....	184	21,778	3,207	1,036	838	238	27,429	3,673
561, 567	Men's, boys' apparel stores, custom tailors.....	41	4,635	686	174	137	34	5,058	796
562, 563, 568	Women's clothing, specialty stores....	81	8,321	1,285	470	396	113	11,186	1,515
562	Ready-to-wear stores ⁵	40	5,484	855	332	276	55	8,392	1,182
565	Family clothing stores ⁵	10	3,418	558	187	142	11	(D)	324
566	Shoe stores.....	38	4,117	539	149	124	46	6,315	738
564, 569	Other apparel stores.....	6	1,043	139	56	39	26	2,379	300
57	Furniture, home furnishings, equipment stores.....	117	16,917	2,553	761	710	126	18,262	2,353
5712	Furniture stores ⁴	32	6,695	1,026	280	271	31	6,648	1,193
5713-15, 19	Other home furnishings stores ⁴	36	3,258	572	157	150	25	3,081	542
572, 573	Household appliance, radio, TV, music stores.....	49	6,964	955	324	289	50	8,203	618
58	Eating, drinking places.....	469	17,939	2,842	1,173	1,012	459	15,161	2,278
5812	Eating places.....	201	10,254	1,972	802	684	175	7,463	1,337
5813	Drinking places.....	268	7,685	870	371	328	284	7,698	941
591	Drug stores, proprietary stores.....	53	6,002	830	271	181	58	5,558	811
59 ex. 591	Other retail stores ⁶	329	19,847	1,793	538	365	286	16,971	1,726
592	Liquor stores.....	53	3,497	204	72	68	38	2,286	148
594	Book, stationery stores.....	12	651	113	24	19	22	1,110	140
595	Sporting goods, bicycle stores.....	18	801	76	25	21	13	839	96
597	Jewelry stores.....	30	1,443	209	51	45	28	1,642	223
5992	Florists.....	34	838	110	31	28	16	552	92
5996	Camera, photographic supply stores....	6	560	61	16	12	4	526	100
SELECTED SERVICES									
7011, 7012	Hotels.....	9	(D)	(D)	(D)	(D)	9	(D)	(D)
783	Motion picture theaters.....	6	(D)	(D)	(D)	(D)	6	1,282	335

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
PATERSON-CLIFTON-PASSAIC STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	11,583	1,379,885	146,518	48,793	38,067	10,767	1,105,850	112,317
52	Lumber, building materials, hardware, farm equipment dealers.....	563	75,278	8,898	2,155	1,984	542	78,636	8,184
5251	Hardware stores.....	235	13,875	1,446	476	393	240	13,127	1,391
52 ex. 5251	Other.....	328	61,403	7,452	1,679	1,591	300	65,443	6,793
53 part ³	General merchandise group stores ³	398	127,151	18,196	7,665	4,920	346	72,417	10,959
531	Department stores.....	8	60,395	8,536	3,716	2,403	7	31,486	5,561
533	Limited price variety stores.....	97	23,073	4,008	2,065	1,194	78	18,060	2,990
539	Other general merchandise stores.....	233	42,393	5,652	1,884	1,323	257	22,803	2,408
54	Food stores.....	2,592	379,649	28,386	9,327	6,536	2,695	315,506	21,776
55 ex. 554	Automotive dealers.....	504	200,959	17,913	4,031	3,902	422	186,545	17,261
554	Gasoline service stations.....	1,226	92,845	6,844	2,472	1,932	992	63,640	4,368
56	Apparel, accessory stores.....	1,060	120,875	15,909	5,705	4,318	1,055	97,115	12,255
561, 567	Men's, boys' apparel stores, custom tailors ⁴	211	23,133	3,095	816	662	127	17,621	2,532
562, 563, 568	Women's clothing, specialty stores....	488	51,393	6,796	2,791	2,161	478	43,666	5,609
562	Ready-to-wear stores ⁵	213	33,815	4,700	1,910	1,523	206	31,721	4,357
565	Family clothing stores ⁵	42	17,884	2,345	884	655	29	5,710	741
566	Shoe stores.....	212	20,765	2,852	782	571	198	18,246	2,169
564, 569	Other apparel stores.....	87	7,306	(D)	(D)	(D)	163	10,232	1,204
57	Furniture, home furnishings, equipment stores.....	697	95,884	12,559	3,194	2,954	624	66,605	8,468
5712	Furniture stores ⁴	219	33,647	5,319	1,205	1,133	143	24,354	4,034
5713-15, 19	Other home furnishings stores ⁴	214	17,790	2,868	735	677	156	12,210	2,042
572, 573	Household appliance, radio, TV, music stores.....	264	44,447	4,372	1,254	1,144	227	28,669	2,392
58	Eating, drinking places.....	2,376	113,834	20,321	8,934	7,313	2,166	92,441	15,965
5812	Eating places.....	1,316	76,901	15,994	7,168	5,886	1,037	56,154	11,394
5813	Drinking places.....	1,060	36,933	4,327	1,766	1,427	1,125	36,219	4,571
591	Drug stores, proprietary stores.....	325	38,943	5,262	1,732	1,202	310	28,959	3,729
59 ex. 591	Other retail stores ⁶	1,842	134,467	12,230	3,578	3,006	1,615	103,986	9,352
592	Liquor stores.....	322	33,148	1,860	590	452	268	21,671	1,325
594	Book, stationery stores.....	151	7,973	695	280	198	115	5,986	430
595	Sporting goods, bicycle stores.....	103	3,887	345	104	82	83	3,565	338
597	Jewelry stores.....	127	6,615	925	233	191	111	5,874	752
5992	Florists.....	148	4,599	565	195	161	117	3,345	453
5996	Camera, photographic supply stores....	29	2,760	260	71	60	25	1,978	196
SELECTED SERVICES									
7011, 7012	Hotels.....	19	1,683	551	211	179	23	1,093	378
783	Motion picture theaters.....	37	(D)	(D)	(D)	(D)	37	6,687	1,472

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF PATERSON, THE ENTIRE CITY, AND PATERSON-CLIFTON-PASSAIC STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
RETAIL STORES						
	Retail stores, total ³	4.3	3.6	3.0	24.8	26.4
52	Lumber, building materials, hardware, farm equipment dealers.....	14.7	-7.0	-9.6	-4.3	-4.5
5251	Hardware stores.....	123.8	(D)	(D)	5.7	4.0
52 ex. 5251	Other.....	-13.3	(D)	(D)	-6.2	-6.1
53 part ³	General merchandise group stores ³	-0.2	-1.2	-13.1	75.6	113.7
531	Department stores.....	(D)	(D)	(D)	91.8	(D)
533	Limited price variety stores.....	-4.2	-19.6	-87.6	27.8	37.9
539	Other general merchandise stores.....	(D)	(D)	(D)	85.9	(D)
54	Food stores.....	12.2	15.5	16.9	20.3	20.7
55 ex. 554	Automotive dealers.....	94.9	-0.7	-6.1	7.7	6.9
554	Gasoline service stations.....	105.6	38.3	34.6	45.9	45.6
56	Apparel, accessory stores.....	-3.0	-20.6	-1.8	24.5	31.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-5.1	-8.4	(D)	31.3	43.4
562, 563, 568	Women's clothing, specialty stores.....	-7.5	-25.6	-62.0	17.7	22.9
562	Ready-to-wear stores ⁵	-23.3	-34.7	-61.5	6.6	13.4
565	Family clothing stores ⁵	36.5	(D)	-29.8	213.2	339.9
566	Shoe stores.....	49.1	-34.8	-67.3	13.8	15.0
564, 569	Other apparel stores.....	(D)	-56.2	(D)	-28.6	(D)
57	Furniture, home furnishings, equipment stores.....	-8.6	-7.4	-5.7	44.0	53.9
5712	Furniture stores ⁴	0.3	0.7	1.3	38.1	45.1
5713-15, 19	Other home furnishings stores ⁴	5.7	19.8	45.7	55.7
572, 573	Household appliance, radio, TV, music stores.....	-18.8	-15.1	-10.4	55.0	69.1
58	Eating, drinking places.....	3.9	18.3	25.3	23.1	24.2
5812	Eating places.....	-0.7	37.4	68.7	36.9	39.3
5813	Drinking places.....	13.7	-0.2	-3.8	2.0	1.4
591	Drug stores, proprietary stores.....	11.8	8.0	6.3	34.5	35.9
59 ex. 591	Other retail stores ⁶	20.6	16.9	15.3	29.3	29.8
592	Liquor stores.....	11.4	53.0	67.6	53.0	54.1
594	Book, stationery stores.....	-45.2	-41.4	-33.7	33.2	44.3
595	Sporting goods, bicycle stores.....	-1.4	-4.5	-13.6	9.0	11.3
597	Jewelry stores.....	-5.4	-12.1	-22.9	12.6	16.4
5992	Florists.....	31.1	51.8	61.8	37.5	37.9
5996	Camera, photographic supply stores.....	(D)	6.5	(D)	39.5	(D)
SELECTED SERVICES						
7011, 7012	Hotels.....	(D)	(D)	(D)	54.0	(D)
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
PATERSON AND OF PATERSON-CLIFTON-PASSAIC STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	41.2	40.9	6.2	7.4
52	Lumber, building materials, hardware, farm equipment dealers...	12.9	10.4	1.4	1.2
5251	Hardware stores.....	(D)	11.2	3.0	1.4
52 ex. 5251	Other.....	(D)	10.3	1.0	1.1
53 part ³	General merchandise group stores ³	92.9	91.9	19.0	33.5
531	Department stores.....	(D)	100.0	(D)	58.2
533	Limited price variety stores.....	97.2	81.5	18.1	24.1
539	Other general merchandise stores.....	(D)	57.9	(D)	6.9
54	Food stores.....	27.5	28.3	3.6	3.9
55 ex. 554	Automotive dealers.....	10.5	5.4	1.7	0.9
554	Gasoline service stations.....	7.8	5.3	0.8	0.5
56	Apparel, accessory stores.....	88.8	72.7	16.0	20.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	89.9	86.8	18.0	24.9
562, 563, 568	Women's clothing, specialty stores	82.9	66.7	13.4	17.1
562	Ready-to-wear stores ⁵	82.5	70.3	13.4	18.6
565	Family clothing stores ⁵	95.2	(D)	18.2	41.8
566	Shoe stores.....	94.5	56.5	18.7	19.6
564, 569	Other apparel stores.....	(D)	87.5	(D)	20.3
57	Furniture, home furnishings, equipment stores.....	57.4	58.1	10.1	15.9
5712	Furniture stores ⁴	56.6	56.8	11.3	15.5
5713-15, 19	Other home furnishings stores ⁴	67.2	71.0	12.3	17.9
572, 573	Household appliance, radio, TV, music stores.....	53.5	56.0	8.4	16.0
58	Eating, drinking places.....	28.7	32.7	4.5	5.4
5812	Eating places.....	32.6	45.1	4.3	6.0
5813	Drinking places.....	23.5	20.6	4.9	4.4
591	Drug stores, proprietary stores.....	31.9	30.8	4.9	5.9
59 ex. 591	Other retail stores ⁶	31.4	30.4	4.6	5.0
592	Liquor stores.....	19.0	26.0	2.0	2.7
594	Book, stationery stores.....	62.5	66.8	5.1	12.4
595	Sporting goods, bicycle stores.....	77.0	74.6	15.9	17.6
597	Jewelry stores.....	66.3	61.6	14.5	17.2
5992	Florists.....	28.2	32.6	5.1	5.4
5996	Camera, photographic supply stores.....	(D)	100.0	(D)	26.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PATERSON, THE ENTIRE CITY, AND PATERSON-CLIFTON-PASSAIC STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.2	1.1	3.9	4.3	5.5	7.1
5251	Hardware stores.....	0.5	0.2	(D)	0.8	1.0	1.2
52 ex. 5251	Other.....	0.7	0.9	(D)	3.5	4.5	5.9
53 part ³	General merchandise group stores ³	28.4	29.6	12.6	13.2	9.2	6.5
531	Department stores.....	(D)	22.4	(D)	9.1	4.4	2.8
533	Limited price variety stores.....	4.9	5.3	2.1	2.7	1.7	1.6
539	Other general merchandise stores.....	(D)	1.9	(D)	1.4	3.1	2.1
54	Food stores.....	16.1	14.9	24.0	21.5	27.5	28.5
55 ex. 554	Automotive dealers.....	4.0	2.1	15.4	16.1	14.6	16.9
554	Gasoline service stations.....	0.8	0.4	4.3	3.2	6.7	5.8
56	Apparel, accessory stores.....	22.6	24.4	10.5	13.7	8.8	8.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.9	5.4	2.2	2.5	1.7	1.6
562, 563, 568	Women's clothing, specialty stores....	8.1	9.1	4.0	5.6	3.7	0.5
562	Ready-to-wear stores ⁵	5.3	7.2	2.6	4.2	2.5	3.9
565	Family clothing stores ⁵	3.8	2.9	1.6	(D)	1.3	2.9
566	Shoe stores.....	4.6	4.4	2.0	3.1	1.5	1.6
564, 569	Other apparel stores.....	(D)	2.5	0.5	1.2	0.5	0.9
57	Furniture, home furnishings, equipment stores.....	11.4	13.0	8.2	9.1	6.9	6.0
5712	Furniture stores ⁶	4.4	4.6	3.2	3.3	2.4	2.2
5713-15, 19	Other home furnishings stores ⁶	2.6	2.7	1.6	1.5	1.3	1.1
572, 573	Household appliance, radio, TV, music stores.....	4.4	5.6	3.4	4.1	3.2	2.6
58	Eating, drinking places.....	6.0	6.1	8.6	7.6	8.3	8.4
5812	Eating places.....	3.9	4.1	4.9	3.8	5.6	5.1
5813	Drinking places.....	2.1	1.9	3.7	3.8	2.7	3.3
591	Drug stores, proprietary stores.....	2.2	2.1	2.9	2.8	2.8	2.6
59 ex. 591	Other retail stores ⁶	7.3	6.3	9.6	8.5	9.7	9.4
592	Liquor stores.....	0.8	0.7	1.7	1.1	2.4	2.0
594	Book, stationery stores.....	0.5	0.9	0.3	0.6	0.6	0.5
595	Sporting goods, bicycle stores.....	0.7	0.8	0.4	0.4	0.3	0.3
597	Jewelry stores.....	1.1	1.2	0.7	0.8	0.5	0.5
5992	Florists.....	0.3	0.2	0.4	0.3	0.3	0.3
5996	Camera, photographic supply stores....	(D)	0.6	0.3	0.3	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE PATERSON-CLIFTON-PASSAIC STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Bergen Mall Shopping Center" at the intersection of State Highway 4 and Spring Valley Rd. and the stores on State Route 4

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	52	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	33,976	56	Apparel, accessory stores ²	23
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	10	562-3, 568	Women's clothing, specialty stores.....	8
	Sales.....(\$1,000)...	5,884	562	Ready-to-wear stores ³	4
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ³	2
56, 57	Number.....	32	566	Shoe stores.....	9
	Sales.....(\$1,000)...	27,168	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	7
59 ex. 591	Number.....	10	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	924	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	52	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	4
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	8
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	5	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes the planned center known as "Garden State Shopping Center" and the stores in the area bounded by State Highway 4, Fairview Ave., Plaza Way, and Sprout Brook Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	64	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	44,928	56	Apparel, accessory stores ²	18
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	13	562-3, 568	Women's clothing, specialty stores.....	9
	Sales.....(\$1,000)...	5,541	562	Ready-to-wear stores ³	4
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ³
56, 57	Number.....	35	566	Shoe stores.....	5
	Sales.....(\$1,000)...	36,569	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	11
59 ex. 591	Number.....	16	5712	Furniture stores.....	7
	Sales.....(\$1,000)...	2,818	5713-15, 19	Other home furnishings stores.....	3
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	64	58	Eating, drinking places.....	7
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	6
5251	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	6	59 ex. 591	Other retail stores ⁶	9
531	Department stores.....	2	592	Liquor stores.....	...
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	5	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE PATERSON-CLIFTON-PASSAIC STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Styertowne Shopping Center" at the intersection of State Highway 3 and Bloomfield Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	24	554	Gasoline service stations.....	...
	Sales.....(\$1,000).. ⁴	5,758			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	5
	Number.....	8	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000).. ⁴	2,000	562-3, 568	Women's clothing, specialty stores.....	2
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	1
56, 57	Number.....	10	565	Family clothing stores ⁵
	Sales.....(\$1,000).. ⁴	3,082	566	Shoe stores.....	1
			564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	6	5712	Furniture stores.....	...
	Sales.....(\$1,000).. ⁴	676	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	24	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	3
5251	Hardware stores.....	1	5813	Drinking places.....	1
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	3	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

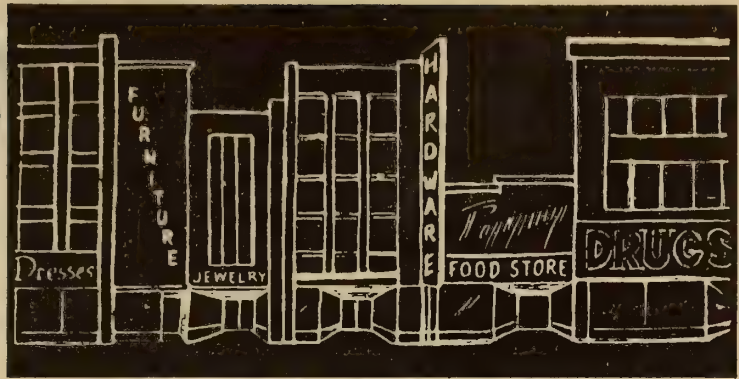
Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Peoria, Ill., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Peoria, Ill., Area—BC58-CBD61
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

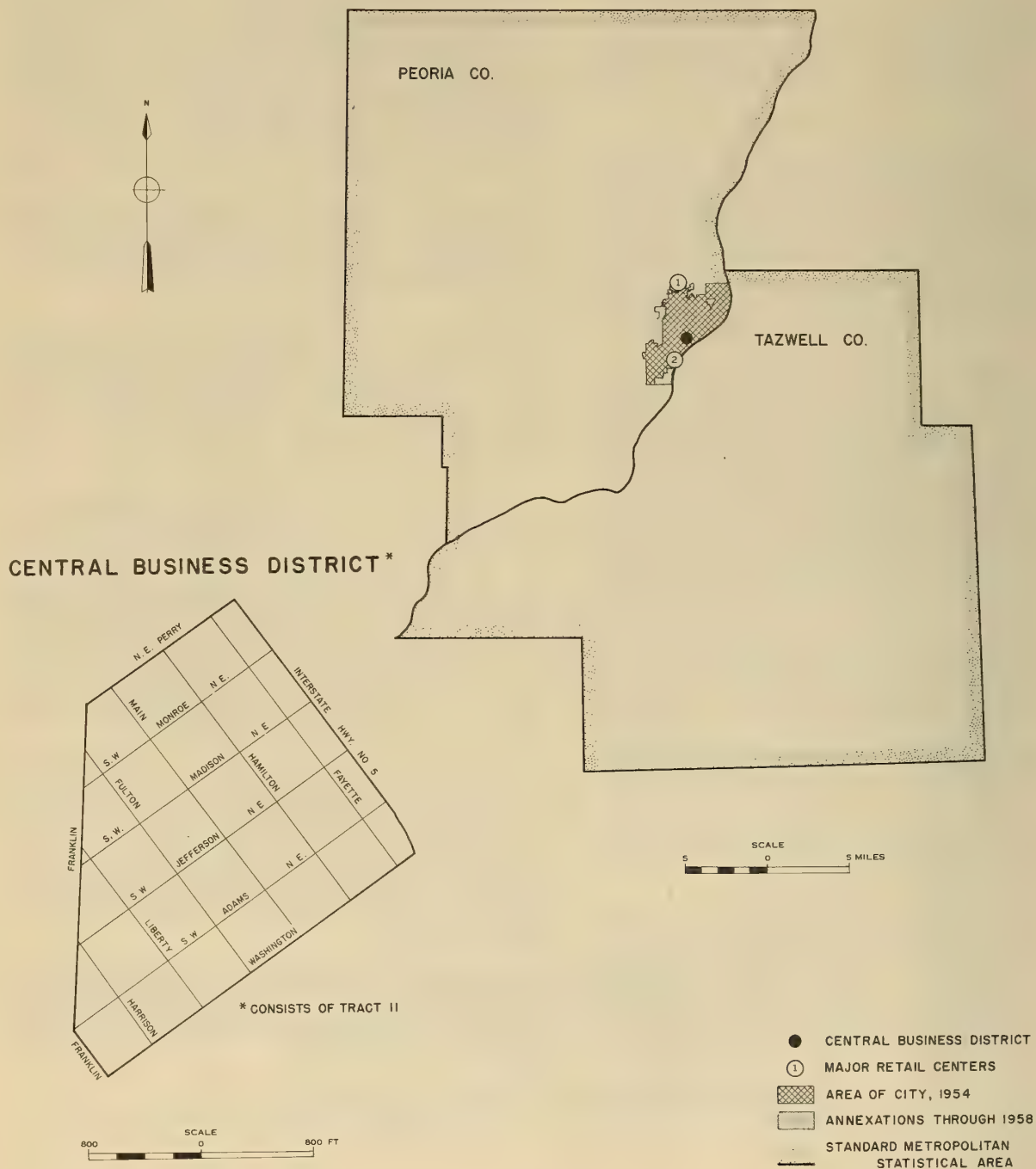
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

PEORIA, ILL.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF PEORIA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	253	66,738	11,143	3,838	3,043	291	60,762	10,232
52	Lumber, building materials, hardware, farm equipment dealers.....	9	1,523	240	59	55	8	1,963	214
5251	Hardware stores.....	3	178	17	7	7	3	315	34
52 ex. 5251	Other.....	6	1,345	223	52	48	5	1,648	180
53 part ³	General merchandise group stores ³	11	29,644	5,050	1,963	1,411	13	27,446	4,444
531	Department stores.....	6	(D)	(D)	(D)	(D)	6	(D)	(D)
533	Limited price variety stores.....	4	3,542	662	318	198	5	3,361	649
539	Other general merchandise stores.....	1	(D)	(D)	(D)	(D)	2	(D)	(D)
54	Food stores.....	16	1,738	179	65	46	20	1,912	212
55 ex. 554	Automotive dealers.....	8	3,067	254	60	59	8	1,566	235
554	Gasoline service stations.....	6	434	41	18	15	8	175	68
56	Apparel, accessory stores.....	54	9,170	1,441	492	385	69	9,523	1,646
561, 567	Men's, boys' apparel stores, custom tailors ⁴	14	2,946	519	139	109	12	2,756	510
562, 563, 568	Women's clothing, specialty stores....	21	3,076	466	176	143	30	3,514	516
562	Ready-to-wear stores ⁵	12	2,324	338	142	113	17	(D)	(D)
565	Family clothing stores ⁵	5	(D)	(D)	(D)	(D)	3	(D)	(D)
566	Shoe stores.....	13	1,602	256	81	62	23	2,235	337
564, 569	Other apparel stores.....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	20	7,385	1,516	320	316	20	5,676	940
5712	Furniture stores ⁶	2	(D)	(D)	(D)	(D)	4	2,924	469
5713-15, 19	Other home furnishings stores ⁶	4	(D)	(D)	(D)	(D)	3	580	76
572, 573	Household appliance, radio, TV, music stores.....	14	2,792	499	121	118	13	2,172	395
58	Eating, drinking places.....	54	3,465	905	370	334	69	3,937	1,068
5812	Eating places.....	31	2,501	757	308	278	37	2,536	783
5813	Drinking places.....	23	964	148	62	56	32	1,401	285
591	Drug stores, proprietary stores.....	11	4,006	518	163	135	14	3,502	451
59 ex. 591	Other retail stores ⁶	64	6,306	999	328	287	62	5,062	954
592	Liquor stores.....	1	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
595	Sporting goods, bicycle stores.....	4	607	86	35	29	4	519	97
597	Jewelry stores.....	17	2,193	403	114	100	15	1,778	333
5992	Florists.....	5	328	55	22	20	3	189	22
5996	Camera, photographic supply stores....	5	894	89	31	28	4	431	65
SELECTED SERVICES									
7011, 7012	Hotels.....	10	(D)	(D)	(D)	(D)	10	3,028	1,098
783	Motion picture theaters.....	3	(D)	(D)	(D)	(D)	3	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,962,000, of which \$1,168,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex.591) not covered in any of the lines below.

PEORIA, ILL., AREA

7

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF PEORIA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,237	192,998	24,055	8,547	6,736	1,386	182,281	22,648
52	Lumber, building materials, hardware, farm equipment dealers.....	68	8,524	1,148	278	248	63	7,334	962
5251	Hardware stores.....	29	(D)	(D)	(D)	(D)	34	(D)	(D)
52 ex. 5251	Other.....	39	(D)	(D)	(D)	(D)	29	(D)	(D)
53 part ³	General merchandise group stores ³	42	35,613	5,836	2,347	1,677	46	32,972	5,121
531	Department stores.....	7	(D)	(D)	(D)	(D)	7	(D)	(D)
533	Limited price variety stores.....	23	5,508	923	492	333	24	4,489	800
539	Other general merchandise stores.....	14	(D)	(D)	(D)	(D)	15	(D)	(D)
54	Food stores.....	199	36,295	2,619	1,037	701	253	35,909	2,447
55 ex. 554	Automotive dealers.....	78	35,329	2,976	710	694	68	35,901	3,612
554	Gasoline service stations.....	139	12,065	1,040	408	308	166	10,492	926
56	Apparel, accessory stores.....	89	12,558	1,818	635	493	116	12,880	2,036
561, 567	Men's, boys' apparel stores, custom tailors.....	18	3,815	658	163	128	14	(D)	(D)
562, 563, 568	Women's clothing, specialty stores.....	29	(D)	(D)	(D)	(D)	38	(D)	(D)
562	Ready-to-wear stores ⁵	18	2,683	378	162	124	19	3,171	434
565	Family clothing stores ⁵	13	2,461	302	139	104	8	1,349	328
566	Shoe stores.....	24	2,665	340	119	89	38	3,169	426
564, 569	Other apparel stores.....	5	(D)	(D)	(D)	(D)	14	752	121
57	Furniture, home furnishings, equipment stores.....	87	15,094	2,806	670	628	102	14,102	2,156
5712	Furniture stores ⁴	19	8,304	1,691	351	331	24	7,466	1,201
5713-15, 19	Other home furnishings stores ⁴	19	1,675	238	76	71	21	1,735	212
572, 573	Household appliance, radio, TV, music stores.....	49	5,115	877	243	226	57	4,901	743
58	Eating, drinking places.....	307	14,107	2,947	1,444	1,166	340	13,628	2,726
5812	Eating places.....	164	8,557	2,185	1,099	886	160	7,062	1,848
5813	Drinking places.....	143	5,550	762	345	280	180	6,566	878
591	Drug stores, proprietary stores.....	48	8,846	1,133	468	345	55	6,744	928
59 ex. 591	Other retail stores ⁶	180	14,567	1,732	550	476	177	12,319	1,734
592	Liquor stores.....	33	3,403	212	71	59	26	2,311	(D)
594	Book, stationery stores.....	2	(D)	(D)	(D)	(D)	6	(D)	(D)
595	Sporting goods, bicycle stores.....	10	775	90	38	32	8	595	104
597	Jewelry stores.....	23	2,315	418	119	104	22	1,896	(D)
5992	Florists.....	16	865	115	52	41	14	583	86
5996	Camera, photographic supply stores.....	8	1,022	97	34	31	6	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	20	(D)	(D)	(D)	(D)	22	3,179	(D)
783	Motion picture theaters.....	8	1,266	298	141	141	10	1,744	376

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
PEORIA STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,583	336,847	37,148	13,724	10,609	2,623	293,365	32,198
52	Lumber, building materials, hardware, farm equipment dealers.....	211	26,684	3,171	808	706	180	22,603	2,856
5251	Hardware stores.....	73	5,371	569	189	149	66	4,281	539
52 ex. 5251	Other.....	138	21,313	2,602	619	557	114	18,322	2,317
53 part ³	General merchandise group stores ³	76	42,135	6,609	2,761	1,932	93	39,727	5,863
531	Department stores.....	8	31,564	5,123	1,965	1,380	8	26,279	4,183
533	Limited price variety stores.....	44	7,916	1,199	648	444	44	(D)	(D)
539	Other general merchandise stores.....	20	(D)	(D)	(D)	(D)	41	(D)	(D)
54	Food stores.....	412	81,488	5,498	2,240	1,480	487	65,887	4,106
55 ex. 554	Automotive dealers.....	179	59,762	4,843	1,215	1,167	143	56,225	5,077
554	Gasoline service stations.....	328	24,751	1,972	767	585	332	18,596	1,461
56	Apparel, accessory stores.....	158	17,559	2,423	924	681	162	15,991	2,373
561, 567	Men's, boys' apparel stores, custom tailors.....	29	4,328	703	180	139	22	4,109	653
562, 563, 568	Women's clothing, specialty stores....	49	4,386	614	255	201	54	5,120	699
562	Ready-to-wear stores ⁵	31	3,402	472	201	155	30	3,826	520
565	Family clothing stores ⁵	29	4,950	627	299	202	14	2,201	417
566	Shoe stores.....	36	3,357	431	155	111	49	(D)	(D)
564, 569	Other apparel stores.....	13	(D)	48	35	28	17	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	173	20,001	3,485	861	800	169	18,183	2,581
5712	Furniture stores ⁴	40	10,647	2,098	436	412	34	8,970	1,401
5713-15, 19	Other home furnishings stores ⁴	29	2,016	273	87	82	17	1,860	243
572, 573	Household appliance, radio, TV, music stores.....	104	7,338	1,114	338	306	100	6,905	937
58	Eating, drinking places.....	621	26,354	5,069	2,693	2,071	680	24,815	4,343
5812	Eating places.....	345	15,634	3,772	2,103	1,600	308	12,060	2,838
5813	Drinking places.....	276	10,720	1,297	590	471	372	12,755	1,505
591	Drug stores, proprietary stores.....	77	11,726	1,482	612	464	81	8,723	1,124
59 ex. 591	Other retail stores ⁶	348	26,387	2,596	843	723	296	22,615	2,810
592	Liquor stores.....	47	4,972	273	89	72	32	2,731	168
594	Book, stationery stores.....	5	603	119	32	32	8	(D)	(D)
595	Sporting goods, bicycle stores.....	24	1,272	108	46	38	12	(D)	(D)
597	Jewelry stores.....	47	2,907	500	149	129	36	2,648	452
5992	Florists.....	32	1,242	170	82	62	22	758	105
5996	Camera, photographic supply stores....	11	1,169	101	37	32	7	683	89
SELECTED SERVICES									
7011, 7012	Hotels.....	26	3,336	1,179	491	448	29	3,478	1,171
783	Motion picture theaters.....	21	(D)	(D)	(D)	(D)	27	2,477	560

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, p. 8) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF PEORIA, THE ENTIRE CITY, AND PEORIA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	9.8	5.9	3.9	14.8	16.1
52	Lumber, building materials, hardware, farm equipment dealers.....	-22.4	16.2	30.3	18.1	21.9
5251	Hardware stores.....	-43.5	(D)	(D)	25.5	30.9
52 ex. 5251	Other.....	-18.4	(D)	(D)	16.3	19.8
53 part ³	General merchandise group stores ³	8.0	8.0	8.0	6.1	1.7
531	Department stores.....	(D)	(D)	(D)	20.1	(D)
533	Limited price variety stores.....	5.4	22.7	74.3	(D)	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-9.1	1.1	1.6	23.7	24.7
55 ex. 554	Automotive dealers.....	95.8	-1.6	-6.0	6.3	3.7
554	Gasoline service stations.....	148.0	15.0	12.7	33.1	32.0
56	Apparel, accessory stores.....	-3.7	-2.5	0.9	9.8	29.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	6.9	(D)	(D)	5.3	2.1
562, 563, 568	Women's clothing, specialty stores.....	-12.5	(D)	(D)	-14.3	-18.4
562	Ready-to-wear stores ⁵	(D)	-15.4	(D)	-11.1	(D)
565	Family clothing stores ⁵	(D)	82.4	(D)	124.9	(D)
566	Shoe stores.....	-28.3	-15.9	-13.8	(D)	(D)
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	30.1	7.0	-8.5	10.0	0.9
5712	Furniture stores ⁴	(D)	11.2	(D)	18.7	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	-3.5	(D)	8.4	(D)
572, 573	Household appliance, radio, TV, music stores.....	28.5	4.4	-14.9	6.3	-4.0
58	Eating, drinking places.....	-12.0	3.5	9.8	6.2	9.6
5812	Eating places.....	-1.4	21.2	33.8	29.6	37.9
5813	Drinking places.....	-31.2	15.5	-11.2	-16.0	-14.1
591	Drug stores, proprietary stores.....	14.4	31.2	49.3	34.4	47.9
59 ex. 591	Other retail stores ⁶	24.6	18.2	13.8	16.7	14.4
592	Liquor stores.....	(D)	47.3	(D)	82.1	(D)
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	17.0	30.3	121.1	(D)	(D)
597	Jewelry stores.....	23.3	22.1	3.4	9.8	-17.9
5992	Florists.....	73.5	48.4	36.3	63.9	60.6
5996	Camera, photographic supply stores.....	107.4	(D)	(D)	71.2	9.1
	SELECTED SERVICES					
7011, 7012	Hotels.....	(D)	(D)	(D)	-4.1	(D)
783	Motion picture theaters.....	(D)	-27.4	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
PEORIA AND OF PEORIA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	34.6	33.3	19.8	20.7
52	Lumber, building materials, hardware, farm equipment dealers...	17.9	26.8	5.7	8.7
5251	Hardware stores.....	(D)	(D)	3.3	7.4
52 ex. 5251	Other.....	(D)	(D)	6.3	9.0
53 part ³	General merchandise group stores ³	83.2	83.2	70.4	69.1
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	64.3	74.9	44.7	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	4.8	5.3	2.1	2.9
55 ex. 554	Automotive dealers.....	8.7	4.4	5.1	2.8
554	Gasoline service stations.....	3.6	1.7	1.8	0.9
56	Apparel, accessory stores.....	73.0	73.9	52.2	59.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	77.2	(D)	68.1	67.1
562, 563, 568	Women's clothing, specialty stores.....	(D)	(D)	70.1	68.6
562	Ready-to-wear stores ⁵	86.6	(D)	68.3	(D)
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	60.1	70.5	47.7	(D)
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	48.9	40.2	36.9	31.2
5712	Furniture stores ⁴	(D)	39.2	(D)	32.6
5713-15, 19	Other home furnishings stores ⁴	(D)	33.4	(D)	31.2
572, 573	Household appliance, radio, TV, music stores.....	54.6	44.3	38.0	31.5
58	Eating, drinking places.....	24.6	28.9	13.1	15.9
5812	Eating places.....	29.2	35.9	16.0	21.0
5813	Drinking places.....	17.4	21.3	9.0	11.0
591	Drug stores, proprietary stores.....	45.3	51.9	34.2	40.1
59 ex. 591	Other retail stores ⁶	43.3	41.1	23.9	22.4
592	Liquor stores.....	(D)	...	(D)	...
594	Book, stationery stores.....	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	78.3	87.2	47.7	(D)
597	Jewelry stores.....	94.7	93.8	75.4	67.1
5992	Florists.....	37.9	32.4	26.4	24.9
5996	Camera, photographic supply stores.....	87.5	(D)	76.5	63.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PEORIA, THE ENTIRE CITY, AND PEORIA STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	2.3	3.2	4.4	4.0	7.9	7.7
5251	Hardware stores.....	0.3	0.5	(D)	(D)	1.6	1.5
52 ex. 5251	Other.....	2.0	2.7	(D)	(D)	6.3	6.2
53 part ³	General merchandise group stores ³	44.4	45.2	18.5	18.1	12.5	13.5
531	Department stores.....	(D)	(D)	(D)	(D)	9.4	9.0
533	Limited price variety stores.....	5.3	5.5	2.9	2.5	2.4	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	2.6	3.1	18.8	19.7	24.2	22.5
55 ex. 554	Automotive dealers.....	4.6	2.6	18.3	19.7	17.8	19.2
554	Gasoline service stations.....	0.7	0.3	6.3	5.7	7.4	6.3
56	Apparel, accessory stores.....	13.7	15.7	6.5	7.1	5.2	5.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.4	4.5	2.0	(D)	1.3	1.4
562, 563, 568	Women's clothing, specialty stores.....	4.6	5.8	(D)	(D)	1.3	1.7
562	Ready-to-wear stores ⁵	3.5	(D)	1.4	1.7	1.0	1.3
565	Family clothing stores ⁵	(D)	(D)	1.3	0.7	1.5	0.8
566	Shoe stores.....	2.4	3.7	1.4	1.7	1.0	(D)
564, 569	Other apparel stores.....	(D)	(D)	(D)	0.4	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	11.1	9.3	7.8	7.7	5.9	6.2
5712	Furniture stores ⁶	(D)	4.8	4.3	4.1	3.2	3.1
5713-15, 19	Other home furnishings stores ⁶	(D)	1.0	0.9	1.0	0.6	0.6
572, 573	Household appliance, radio, TV, music stores.....	4.2	3.5	2.6	2.6	2.2	2.4
58	Eating, drinking places.....	5.2	6.5	7.3	7.5	7.8	8.4
5812	Eating places.....	3.7	4.2	4.4	3.9	4.6	4.1
5813	Drinking places.....	1.4	2.3	2.9	3.6	3.2	4.3
591	Drug stores, proprietary stores.....	6.0	5.8	4.6	3.7	3.5	3.0
59 ex. 591	Other retail stores ⁶	9.4	8.3	7.5	6.8	7.8	7.7
592	Liquor stores.....	(D)	...	1.8	1.3	1.5	0.9
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	0.2	(D)
595	Sporting goods, bicycle stores.....	0.9	0.9	0.4	0.3	0.4	(D)
597	Jewelry stores.....	3.3	2.9	1.2	1.0	0.9	0.9
5992	Florists.....	0.5	0.3	0.4	0.3	0.4	0.3
5996	Camera, photographic supply stores....	1.3	0.7	0.5	(D)	0.3	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE PEORIA STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Sheridan Village Shopping Center" and the store at the intersection of Sheridan Rd. and West Lake Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	31	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	13,022	56	Apparel, accessory stores ¹	10
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	7	562-3, 568	Women's clothing, specialty stores....	3
	Sales.....(\$1,000)...	4,945	562	Ready-to-wear stores ⁵	2
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵	2
56, 57	Number.....	16	566	Shoe stores.....	4
	Sales.....(\$1,000)...	6,832	564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	8	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	1,245	5713-15,19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	31	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	2
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores....	1

MRC No. 2.—Includes the stores in the area bounded by: Leland, SW. Adams, Olive, SW. Jefferson Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	2
	Number.....	29	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	6,380	56	Apparel, accessory stores ¹	3
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	10	562-3, 568	Women's clothing, specialty stores....	...
	Sales.....(\$1,000)...	1,282	562	Ready-to-wear stores ⁵
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵	1
56, 57	Number.....	9	566	Shoe stores.....	2
	Sales.....(\$1,000)...	4,328	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	10	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	770	5713-15,19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	29	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	4
5251	Hardware stores.....	2	5813	Drinking places.....	2
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	3	5992	Florists.....	1
			5996	Camera, photographic supply stores....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).--Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).--Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).--Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).--Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).--Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).--Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).--Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).--Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).--Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).--Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).--Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).--Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).--Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).--Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).--Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).--Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Philadelphia, Pa.-
N.J., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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Harvey Kailin, Chief
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ECONOMIC OPERATIONS DIVISION—

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Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report,
Philadelphia, Pa.-N.J., Area—BC58-CBD62
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

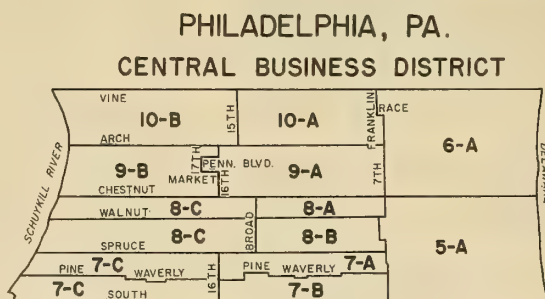
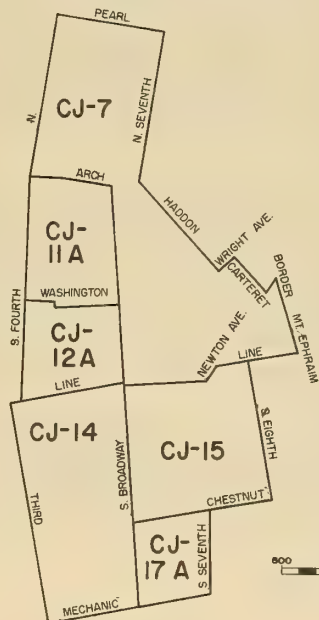
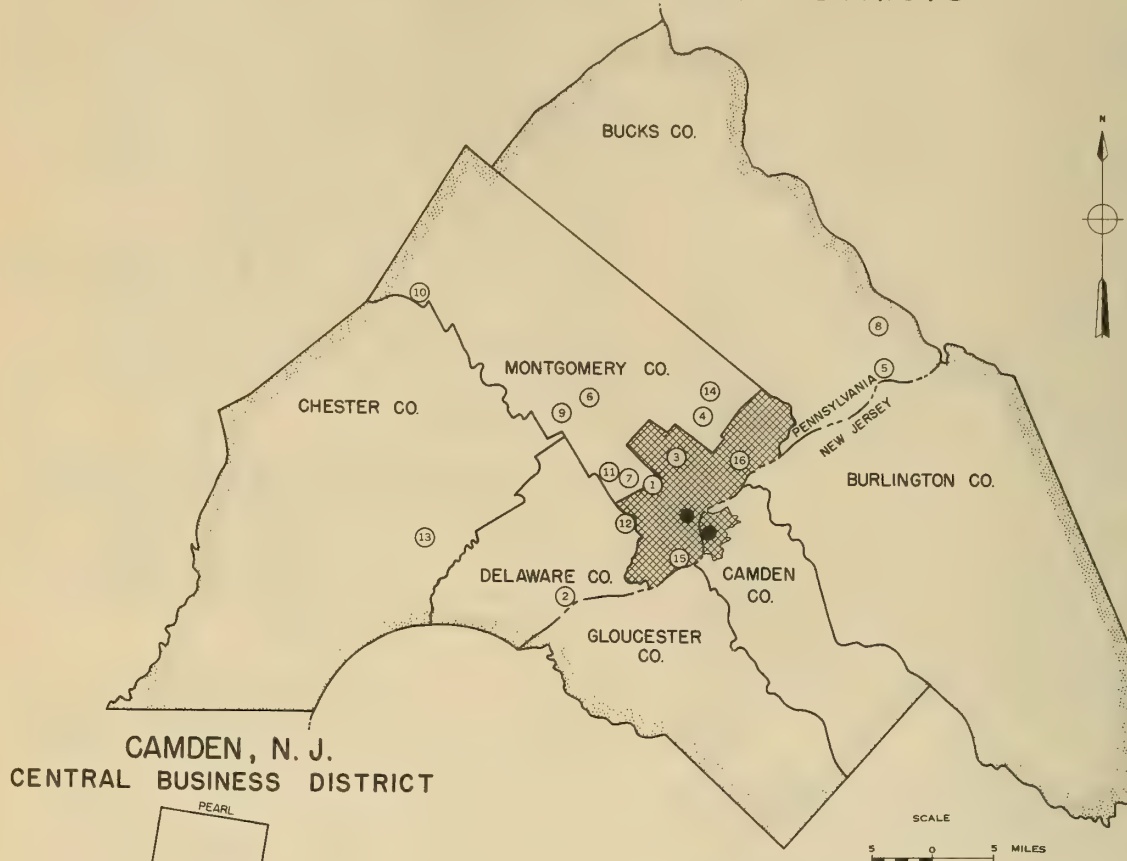
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

PHILADELPHIA, PA. - N.J. STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICTS



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY
- ▨ STANDARD METROPOLITAN STATISTICAL AREA
- 5-A TRACT NUMBER
- STATE LINE

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF PHILADELPHIA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,623	605,399	109,879	38,930	33,595	2,767	601,710	102,180
52	Lumber, building materials, hardware, farm equipment dealers.....	51	8,085	1,057	237	215	56	5,582	795
5251	Hardware stores.....	24	2,739	352	113	94	31	2,337	287
52 ex. 5251	Other.....	27	5,346	705	124	121	25	3,245	508
53 part ³	General merchandise group stores ³	70	259,136	52,069	18,278	15,544	92	272,851	46,207
531	Department stores.....	7	238,514	48,756	16,724	14,411	6	254,744	43,042
533	Limited price variety stores.....	18	14,629	2,694	1,359	956	15	13,088	2,575
539	Other general merchandise stores.....	45	5,993	619	195	177	71	5,019	590
54	Food stores.....	207	24,562	2,066	826	600	255	26,364	2,482
55 ex. 554	Automotive dealers.....	12	12,160	1,556	304	302	14	12,386	1,310
554	Gasoline service stations.....	34	2,532	300	93	89	21	1,521	275
56	Apparel, accessory stores.....	532	104,660	18,535	5,927	5,259	647	113,671	19,549
561, 567	Men's, boys' apparel stores, custom tailors ⁴	154	25,594	4,832	1,306	1,154	97	23,328	4,671
562, 563, 568	Women's clothing, specialty stores....	239	61,591	11,157	3,866	3,498	243	59,699	9,868
562	Ready-to-wear stores ⁵	82	49,035	9,511	3,335	3,073	94	52,936	9,016
565	Family clothing stores ⁵	6	642	84	37	28	8	1,807	279
566	Shoe stores.....	103	15,441	2,348	667	539	95	15,376	2,493
564, 569	Other apparel stores.....	22	1,184	114	51	40	158	14,119	2,328
57	Furniture, home furnishings, equipment stores.....	193	34,756	5,158	1,284	1,232	253	37,521	5,604
5712	Furniture stores ⁴	73	13,247	1,749	433	416	59	12,883	2,106
5713-15, 19	Other home furnishings stores ⁴	46	8,190	1,401	326	313	60	11,510	1,859
572, 573	Household appliance, radio, TV, music stores.....	74	13,319	2,008	525	503	83	12,363	1,639
58	Eating, drinking places.....	748	71,248	18,205	8,542	7,274	695	63,418	16,465
5812	Eating places.....	532	56,178	15,518	7,320	6,166	465	49,894	13,657
5813	Drinking places.....	216	15,070	2,687	1,222	1,108	228	13,518	2,808
591	Drug stores, proprietary stores.....	91	11,987	1,619	665	570	95	11,051	1,595
59 ex. 591	Other retail stores ⁶	685	76,273	9,314	2,774	2,510	639	57,345	7,898
592	Liquor stores.....	18	9,267	443	164	138	12	5,654	253
594	Book, stationery stores.....	76	5,897	834	278	252	64	5,715	959
595	Sporting goods, bicycle stores.....	11	2,603	434	113	113	9	1,637	270
597	Jewelry stores.....	122	13,210	2,001	561	529	99	12,209	2,209
5992	Florists.....	27	1,679	407	133	98	31	1,591	317
5996	Camera, photographic supply stores....	14	3,208	303	94	88	14	2,798	265
SELECTED SERVICES									
7011, 7012	Hotels.....	65	33,041	12,079	5,207	4,246	67	22,582	8,327
783	Motion picture theaters.....	18	7,400	1,517	552	436	24	11,630	1,770

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$13,326,000, of which \$1,443,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

PHILADELPHIA, PA.-N.J., AREA

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Table 1B.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF CAMDEN

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	477	52,991	6,498	2,532	2,094	520	51,581	6,330
52	Lumber, building materials, hardware, farm equipment dealers.....	18	2,282	353	89	78	19	3,589	384
5251	Hardware stores.....	6	121	7	3	2	5	228	20
52 ex. 5251	Other.....	12	2,161	346	86	76	14	3,361	364
53 part ³	General merchandise group stores ³	14	13,875	1,541	682	549	16	6,692	904
531	Department stores.....	2	(D)	(D)	(D)	(D)	1	(D)	(D)
533	Limited price variety stores.....	6	3,210	549	249	174	8	3,473	563
539	Other general merchandise stores.....	6	(D)	(D)	(D)	(D)	7	(D)	(D)
54	Food stores.....	82	8,236	643	206	145	110	9,505	714
55 ex. 554	Automotive dealers.....	9	2,223	296	78	72	6	2,825	282
554	Gasoline service stations.....	17	1,392	127	50	45	18	992	92
56	Apparel, accessory stores.....	103	7,161	928	358	272	125	9,160	1,103
561, 567	Men's, boys' apparel stores, custom tailors ⁴	24	1,722	271	77	64	15	1,522	190
562, 563, 568	Women's clothing, specialty stores....	41	2,396	260	136	97	46	3,391	407
562	Ready-to-wear stores ⁵	13	1,373	153	83	65	21	1,994	245
565	Family clothing stores ⁵	4	679	113	51	38	5	(D)	(D)
566	Shoe stores.....	25	1,928	244	78	61	30	2,225	271
564, 569	Other apparel stores.....	9	436	40	16	12	17	851	89
57	Furniture, home furnishings, equipment stores.....	52	5,689	745	216	193	40	6,310	898
5712	Furniture stores ⁴	22	3,609	520	152	132	17	3,784	555
5713-15, 19	Other home furnishings stores ⁴	9	302	23	10	9	5	281	37
572, 573	Household appliance, radio, TV, music stores.....	21	1,778	202	54	52	14	2,155	306
58	Eating, drinking places.....	87	4,978	1,052	586	514	95	5,294	1,128
5812	Eating places.....	45	3,426	850	483	425	49	3,433	868
5813	Drinking places.....	42	1,552	202	103	89	46	1,861	260
591	Drug stores, proprietary stores.....	17	1,845	248	97	85	16	1,600	202
59 ex. 591	Other retail stores ⁶	78	5,310	565	170	141	75	5,614	623
592	Liquor stores.....	19	2,310	139	56	48	10	1,530	131
594	Book, stationery stores.....	5	(D)	(D)	(D)	(D)	3	189	40
595	Sporting goods, bicycle stores.....	1	(D)	(D)	(D)	(D)	4	249	16
597	Jewelry stores.....	12	1,014	175	44	36	13	876	170
5992	Florists.....	2	(D)	(D)	(D)	(D)	5	61	1
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	3	824	291	149	123	3	(D)	(D)
783	Motion picture theaters.....	4	697	180	87	79	5	1,044	194

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$205,000.

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex.591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF PHILADELPHIA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	22,934	2,305,467	277,298	101,114	83,134	23,819	2,260,856	261,934
52	Lumber, building materials, hardware, farm equipment dealers.....	785	71,524	8,615	2,184	2,022	765	77,029	9,211
5251	Hardware stores.....	367	16,138	1,364	507	422	382	17,946	1,503
52 ex. 5251	Other.....	418	55,386	7,251	1,677	1,600	379	58,953	7,708
53 part ³	General merchandise group stores ³	802	352,505	63,835	23,297	19,039	843	341,839	54,929
531	Department stores.....	14	284,172	54,476	18,723	16,080	12	284,397	46,814
533	Limited price variety stores.....	235	39,169	6,763	3,664	2,227	231	34,821	6,097
539	Other general merchandise stores.....	417	26,714	2,596	910	732	588	22,375	2,018
54	Food stores.....	6,720	563,561	36,683	13,055	9,304	7,350	526,436	34,216
55 ex. 554	Automotive dealers.....	506	277,287	25,833	5,476	5,381	486	320,293	29,250
554	Gasoline service stations.....	1,094	90,336	7,921	3,144	2,584	956	71,718	6,223
56	Apparel, accessory stores.....	2,541	217,376	30,545	10,655	8,711	2,802	239,575	32,706
561, 567	Men's, boys' apparel stores, custom tailors ⁴	581	58,604	9,108	2,572	2,166	402	52,726	8,282
562, 563, 568	Women's clothing, specialty stores....	1,063	101,404	14,865	5,690	4,687	1,117	107,958	14,684
562	Ready-to-wear stores ⁵	366	67,394	11,291	4,270	3,668	407	75,488	10,929
565	Family clothing stores ⁵	74	6,108	727	331	257	71	8,738	1,021
566	Shoe stores.....	490	38,444	4,925	1,486	1,144	504	38,714	5,101
564, 569	Other apparel stores.....	217	11,034	920	576	457	462	26,059	3,618
57	Furniture, home furnishings, equipment stores.....	1,200	120,603	14,986	4,023	3,724	1,466	137,787	16,022
5712	Furniture stores ⁴	422	48,133	6,015	1,644	1,547	336	55,425	7,391
5713-15, 19	Other home furnishings stores ⁴	359	21,165	2,949	799	732	250	24,453	3,661
572, 573	Household appliance, radio, TV, music stores.....	214	34,347	3,629	947	857	458	49,327	4,970
58	Eating, drinking places.....	5,099	267,130	55,587	27,211	22,477	4,852	244,604	50,282
5812	Eating places.....	3,006	175,269	40,994	20,977	16,988	2,647	151,242	34,796
5813	Drinking places.....	2,093	91,861	14,593	6,234	5,489	2,193	93,170	15,486
591	Drug stores, proprietary stores.....	1,155	81,127	8,058	3,921	2,702	1,224	72,650	7,135
59 ex. 591	Other retail stores ⁶	3,032	264,018	25,235	8,148	7,190	3,075	228,925	21,960
592	Liquor stores.....	237	83,088	4,058	1,510	1,268	154	65,575	2,774
594	Book, stationery stores.....	158	9,724	1,412	513	411	158	10,934	(D)
595	Sporting goods, bicycle stores.....	67	4,580	588	176	162	63	3,262	(D)
597	Jewelry stores.....	273	19,017	2,724	798	747	271	21,377	3,571
5992	Florists.....	257	9,283	1,469	530	430	265	8,483	1,410
5996	Camera, photographic supply stores....	44	4,977	474	159	143	51	5,199	383
SELECTED SERVICES									
7011, 7012	Hotels.....	128	39,707	14,659	6,302	5,231	119	29,342	10,526
783	Motion picture theaters.....	125	16,909	3,990	1,858	1,449	133	22,664	4,393

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2B.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF CAMDEN

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,625	179,161	19,031	6,165	5,104	1,626	162,996	17,453
52	Lumber, building materials, hardware, farm equipment dealers.....	55	8,186	1,328	282	231	62	10,808	1,403
5251	Hardware stores.....	21	2,027	250	80	54	27	2,344	249
52 ex. 5251	Other.....	34	6,159	1,078	202	177	35	8,464	1,154
53 part ³	General merchandise group stores ³	55	31,420	3,521	1,310	1,026	65	20,075	2,589
531	Department stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
533	Limited price variety stores.....	18	4,028	670	316	224	20	4,388	(D)
539	Other general merchandise stores.....	17	(D)	(D)	(D)	(D)	43	(D)	(D)
54	Food stores.....	431	35,237	2,249	714	521	462	36,973	2,366
55 ex. 554	Automotive dealers.....	51	32,998	2,897	560	535	42	27,787	2,734
554	Gasoline service stations.....	111	7,909	592	221	188	97	8,155	595
56	Apparel, accessory stores.....	179	11,366	1,315	509	373	197	12,249	1,342
561, 567	Men's, boys' apparel stores, custom tailors.....	32	2,120	297	84	69	25	2,274	261
562, 563, 568	Women's clothing, specialty stores....	75	3,782	431	193	137	75	4,067	457
562	Ready-to-wear stores ⁴	23	1,791	200	102	80	31	2,319	277
565	Family clothing stores ⁵	7	1,996	249	111	72	7	1,548	194
566	Shoe stores.....	38	2,367	279	93	73	44	2,693	314
564, 569	Other apparel stores.....	17	853	59	28	22	24	1,255	116
57	Furniture, home furnishings, equipment stores.....	116	14,428	2,252	574	539	95	15,797	2,370
5712	Furniture stores ⁴	39	8,367	1,483	350	323	32	9,092	1,595
5713-15, 19	Other home furnishings stores ⁴	24	906	89	29	28	18	1,396	187
572, 573	Household appliance, radio, TV, music stores.....	53	5,155	680	195	188	33	4,935	588
58	Eating, drinking places.....	336	15,150	2,633	1,274	1,091	346	15,053	2,527
5812	Eating places.....	184	8,942	1,808	903	780	182	7,704	1,524
5813	Drinking places.....	152	6,208	825	371	311	162	7,291	1,003
591	Drug stores, proprietary stores.....	45	4,020	472	183	134	49	3,246	333
59 ex. 591	Other retail stores ⁶	246	18,447	1,772	538	466	211	12,853	1,194
592	Liquor stores.....	73	7,601	582	203	178	40	4,558	323
594	Book, stationery stores.....	7	161	20	12	7	4	(D)	(D)
595	Sporting goods, bicycle stores.....	8	191	(D)	(D)	(D)	10	605	36
597	Jewelry stores.....	19	1,139	175	45	36	24	1,066	173
5992	Florists.....	21	475	37	11	10	20	330	22
5996	Camera, photographic supply stores....	4	261	20	9	7	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	7	(D)	(D)	(D)	(D)	5	(D)	(D)
783	Motion picture theaters.....	9	953	(D)	(D)	(D)	9	1,212	230

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	41,667	4,662,559	514,485	186,158	149,463	41,033	4,060,541	438,817
52	Lumber, building materials, hardware, farm equipment dealers.....	1,805	216,383	25,043	6,571	6,026	1,616	212,083	24,362
5251	Hardware stores.....	728	43,265	4,453	1,499	1,236	711	45,645	4,555
52 ex. 5251	Other.....	1,077	173,118	20,590	5,072	4,790	893	166,146	19,807
53 part ³	General merchandise group stores ³	1,492	573,450	91,767	35,142	27,486	1,440	471,887	71,580
531	Department stores.....	39	416,241	71,141	24,946	20,792	30	358,707	56,432
533	Limited price variety stores.....	458	81,392	13,553	7,598	4,668	432	66,604	10,875
539	Other general merchandise stores.....	683	69,075	7,073	2,598	2,026	958	46,112	4,273
54	Food stores.....	10,523	1,209,623	81,864	27,864	19,483	11,360	998,952	65,631
55 ex. 554	Automotive dealers.....	1,444	715,511	65,847	14,241	13,814	1,265	672,046	62,359
554	Gasoline service stations.....	3,237	252,427	20,458	8,302	6,247	2,797	190,410	15,228
56	Apparel, accessory stores.....	4,102	354,815	46,778	17,243	13,586	4,281	335,903	42,923
561, 567	Men's, boys' apparel stores, custom tailors ⁴	875	83,331	12,023	3,532	2,908	588	69,570	10,136
562, 563, 568	Women's clothing, specialty stores....	1,685	156,946	21,847	8,689	6,934	1,699	148,778	19,149
562	Ready-to-wear stores ⁵	659	108,612	16,784	6,598	5,439	713	106,029	14,391
565	Family clothing stores ⁵	173	29,163	3,504	1,584	1,178	160	17,301	2,016
566	Shoe stores.....	811	59,238	7,833	2,504	1,849	799	57,086	7,022
564, 569	Other apparel stores.....	384	19,001	1,571	934	717	685	35,670	4,600
57	Furniture, home furnishings, equipment stores.....	2,292	224,578	29,215	8,010	7,361	2,552	231,616	28,599
5712	Furniture stores ⁴	734	94,712	12,530	3,435	3,183	578	100,235	14,025
5713-15, 19	Other home furnishings stores ⁴	647	96,369	5,059	1,392	1,276	402	33,301	4,982
572, 573	Household appliance, radio, TV, music stores.....	911	93,497	11,626	3,183	2,902	928	85,822	9,592
58	Eating, drinking places.....	8,911	447,963	90,194	45,591	36,868	8,285	396,723	77,332
5812	Eating places.....	5,381	297,526	67,409	35,528	28,430	4,582	242,306	52,794
5813	Drinking places.....	3,530	150,437	22,785	10,063	8,438	3,681	153,969	24,538
591	Drug stores, proprietary stores.....	1,817	153,813	16,274	7,675	5,204	1,852	125,381	12,696
59 ex. 591	Other retail stores ⁶	6,044	513,996	47,045	15,519	13,388	5,585	425,540	38,107
592	Liquor stores.....	577	148,879	7,642	2,768	2,339	385	111,379	5,170
594	Book, stationery stores.....	261	13,571	1,852	732	573	222	13,403	1,787
595	Sporting goods, bicycle stores.....	227	11,170	1,196	397	347	194	7,975	747
597	Jewelry stores.....	482	29,316	3,940	1,220	1,093	474	28,972	4,493
5992	Florists.....	536	17,615	2,545	997	765	488	14,730	2,128
5996	Camera, photographic supply stores....	103	8,689	841	296	259	78	7,170	619
SELECTED SERVICES									
7011, 7012	Hotels.....	237	47,463	16,959	7,362	6,123	231	36,233	12,180
783	Motion picture theaters.....	235	26,064	6,079	2,942	2,276	239	31,599	6,189

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF PHILADELPHIA, THE ENTIRE CITY, AND PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	0.6	2.0	2.5	14.8	17.3
52	Lumber, building materials, hardware, farm equipment dealers.....	44.8	-7.1	-11.2	2.0	0.9
5251	Hardware stores.....	17.2	-10.1	-14.5	-5.2	-6.4
52 ex. 5251	Other.....	64.7	-6.1	-10.2	4.2	3.0
53 part ³	General merchandise group stores ³	-5.0	3.1	35.3	21.5	57.9
531	Department stores.....	-6.4	-0.1	54.0	16.0	71.0
533	Limited price variety stores.....	11.8	12.5	12.9	22.2	24.8
539	Other general merchandise stores.....	19.4	19.4	19.4	49.8	53.5
54	Food stores.....	-6.8	7.1	7.8	21.1	21.8
55 ex. 554	Automotive dealers.....	-1.8	-13.4	-13.9	6.5	6.6
554	Gasoline service stations.....	66.5	5.0	25.1	32.6	32.3
56	Apparel, accessory stores.....	-7.9	-9.3	-10.5	5.6	12.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	9.7	11.1	12.3	19.8	24.9
562, 563, 568	Women's clothing, specialty stores.....	3.1	-6.1	-17.5	5.5	7.0
562	Ready-to-wear stores ⁵	-7.4	-10.7	-18.6	2.4	12.2
565	Family clothing stores ⁵	-64.5	-30.1	-21.1	68.6	84.1
566	Shoe stores.....	0.4	-0.7	-1.4	3.8	5.0
564, 569	Other apparel stores.....	-91.6	-57.7	-17.6	-46.7	-17.3
57	Furniture, home furnishings, equipment stores.....	-7.4	-12.5	-14.4	-3.0	-2.2
5712	Furniture stores ⁴	2.8	-13.2	-18.0	-5.5	-6.7
5713-15, 19	Other home furnishings stores ⁴	-28.8	-13.4	0.2	9.2	29.3
572, 573	Household appliance, radio, TV, music stores.....	7.7	-30.4	-43.1	8.9	9.1
58	Eating, drinking places.....	12.3	9.2	8.1	12.9	13.0
5812	Eating places.....	12.6	15.9	17.5	22.8	25.4
5813	Drinking places.....	11.5	-1.4	-3.6	-2.3	-3.5
591	Drug stores, proprietary stores.....	8.5	11.7	12.2	22.7	24.0
59 ex. 591	Other retail stores ⁶	33.0	15.3	9.4	20.8	18.9
592	Liquor stores.....	63.9	26.7	23.2	33.7	32.1
594	Book, stationery stores.....	3.2	-11.1	-26.7	1.3	-0.2
595	Sporting goods, bicycle stores.....	59.0	40.4	21.7	40.0	35.2
597	Jewelry stores.....	8.2	-11.0	-36.7	1.2	-3.9
5992	Florists.....	5.5	9.4	10.3	19.6	21.3
5996	Camera, photographic supply stores.....	14.7	-4.3	-26.3	21.2	25.4
	SELECTED SERVICES					
7011, 7012	Hotels.....	46.3	35.3	-1.4	31.0	5.6
783	Motion picture theaters.....	-36.4	-25.4	-13.8	-17.5	-6.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4B.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF CAMDEN, THE ENTIRE CITY, AND PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	2.7	9.9	13.2	14.8	15.0
52	Lumber, building materials, hardware, farm equipment dealers.....	-36.4	-24.3	-18.2	2.0	2.7
5251	Hardware stores.....	-46.9	-13.5	-9.9	-5.2	-5.0
52 ex. 5251	Other.....	-35.7	-27.2	-21.7	4.2	5.0
53 part ³	General merchandise group stores ³	107.3	56.5	31.1	21.5	20.3
531	Department stores.....	(D)	(D)	(D)	16.0	(D)
533	Limited price variety stores.....	-7.6	-8.2	-10.6	22.2	23.8
539	Other general merchandise stores.....	(D)	(D)	(D)	49.8	(D)
54	Food stores.....	-13.4	-4.7	-1.7	21.1	21.4
55 ex. 554	Automotive dealers.....	-21.3	18.8	23.3	6.5	6.6
554	Gasoline service stations.....	40.3	-3.0	-9.0	32.6	32.5
56	Apparel, accessory stores.....	-21.8	-7.2	36.1	5.6	6.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	13.1	-6.8	-47.1	19.8	19.9
562, 563, 568	Women's clothing, specialty stores.....	-29.4	-7.0	105.0	5.5	6.3
562	Ready-to-wear stores ⁵	-31.2	-22.8	28.6	2.4	3.1
565	Family clothing stores ⁵	(D)	28.9	(D)	68.6	(D)
566	Shoe stores.....	-13.4	-12.1	-6.2	3.8	4.5
564, 569	Other apparel stores.....	-48.8	-32.0	3.2	-46.7	-46.7
57	Furniture, home furnishings, equipment stores.....	-9.9	-8.7	-7.9	-3.0	-2.9
5712	Furniture stores ⁴	-4.6	-8.0	-10.4	-5.5	-5.6
5713-15, 19	Other home furnishings stores ⁴	7.5	-35.2	-45.8	9.2	9.2
572, 573	Household appliance, radio, TV, music stores.....	-17.5	4.5	21.5	8.9	9.5
58	Eating, drinking places.....	-6.0	0.6	4.2	12.9	13.2
5812	Eating places.....	-0.2	16.1	29.2	22.8	23.1
5813	Drinking places.....	-16.6	-14.9	-14.3	-2.3	-2.1
591	Drug stores, proprietary stores.....	15.3	23.8	32.1	22.7	22.8
59 ex. 591	Other retail stores ⁶	-5.4	43.5	81.5	20.8	21.1
592	Liquor stores.....	51.0	66.8	74.7	33.7	33.4
594	Book, stationery stores.....	(D)	6.8	(D)	1.3	0.7
595	Sporting goods, bicycle stores.....	(D)	-68.4	(D)	40.0	(D)
597	Jewelry stores.....	15.8	(D)	-34.2	1.2	(D)
5992	Florists.....	(D)	43.9	(D)	19.6	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	21.2	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	(D)	(D)	(D)	31.0	(D)
783	Motion picture theaters.....	-33.2	-21.4	52.4	-17.5	-17.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 5A.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PHILADELPHIA AND OF PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	26.3	26.6	13.0	14.8
52	Lumber, building materials, hardware, farm equipment dealers...	11.3	7.2	3.7	2.6
5251	Hardware stores.....	17.0	13.0	6.3	5.1
52 ex. 5251	Other.....	9.7	5.5	3.1	2.0
53 part ³	General merchandise group stores ³	73.5	79.8	45.2	57.8
531	Department stores.....	83.9	89.6	57.3	71.0
533	Limited price variety stores.....	37.3	37.6	18.0	19.7
539	Other general merchandise stores.....	22.4	22.4	8.7	10.9
54	Food stores.....	4.4	5.0	2.0	2.6
55 ex. 554	Automotive dealers.....	4.4	3.9	1.7	1.8
554	Gasoline service stations.....	2.8	2.1	1.0	0.8
56	Apparel, accessory stores.....	48.1	47.4	29.5	33.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	43.7	44.2	30.7	33.5
562, 563, 568	Women's clothing, specialty stores.....	60.7	20.7	39.2	40.1
562	Ready-to-wear stores ⁵	72.8	55.3	45.1	49.9
565	Family clothing stores ⁵	10.5	70.1	2.2	10.4
566	Shoe stores.....	40.2	39.7	26.1	26.9
564, 569	Other apparel stores.....	10.7	54.1	6.2	39.6
57	Furniture, home furnishings, equipment stores.....	28.8	27.2	15.5	16.2
5712	Furniture stores ⁴	27.5	23.2	14.6	12.9
5713-15, 19	Other home furnishings stores ⁴	38.7	47.1	22.5	34.6
572, 573	Household appliance, radio, TV, music stores.....	39.0	25.1	14.2	14.4
58	Eating, drinking places.....	26.7	25.9	15.9	18.5
5812	Eating places.....	32.1	33.0	18.9	21.0
5813	Drinking places.....	16.4	14.5	10.0	8.8
591	Drug stores, proprietary stores.....	14.8	15.2	7.8	8.8
59 ex. 591	Other retail stores ⁶	28.9	25.0	14.8	13.5
592	Liquor stores.....	11.2	8.6	6.2	5.1
594	Book, stationery stores.....	60.6	52.2	43.5	42.6
595	Sporting goods, bicycle stores.....	56.8	50.1	23.3	20.5
597	Jewelry stores.....	69.5	57.1	45.1	42.1
5992	Florists.....	18.0	18.8	9.5	10.8
5996	Camera, photographic supply stores.....	64.5	53.8	36.9	39.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5B.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
CAMDEN AND OF PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	29.6	31.6	1.1	1.3
52	Lumber, building materials, hardware, farm equipment dealers...	27.9	33.2	1.1	1.7
5251	Hardware stores.....	6.0	9.7	0.3	0.5
52 ex. 5251	Other.....	35.1	39.7	1.2	2.0
53 part ³	General merchandise group stores ³	44.2	33.3	2.4	1.4
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	79.7	79.1	3.9	5.2
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	23.4	25.7	0.7	1.0
55 ex. 554	Automotive dealers.....	6.7	10.2	0.3	0.4
554	Gasoline service stations.....	17.6	12.2	0.6	0.5
56	Apparel, accessory stores.....	63.0	74.8	2.0	2.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	81.2	66.9	2.1	2.2
562, 563, 568	Women's clothing, specialty stores.....	63.4	83.4	1.5	2.3
562	Ready-to-wear stores ⁵	76.7	86.0	1.3	1.9
565	Family clothing stores ⁵	34.0	(D)	2.3	(D)
566	Shoe stores.....	81.5	82.6	3.3	3.9
564, 569	Other apparel stores.....	51.1	67.8	2.3	2.4
57	Furniture, home furnishings, equipment stores.....	39.4	39.9	2.5	2.7
5712	Furniture stores ⁴	43.1	41.6	3.8	3.8
5713-15, 19	Other home furnishings stores ⁴	33.3	20.1	0.8	0.8
572, 573	Household appliance, radio, TV, music stores.....	34.5	43.7	1.9	2.5
58	Eating, drinking places.....	32.9	35.2	1.1	1.3
5812	Eating places.....	38.3	44.6	1.2	1.4
5813	Drinking places.....	25.0	25.5	1.0	1.2
591	Drug stores, proprietary stores.....	45.9	49.3	1.2	1.3
59 ex. 591	Other retail stores ⁶	28.8	43.7	1.0	1.3
592	Liquor stores.....	30.4	33.6	1.6	1.4
594	Book, stationery stores.....	(D)	(D)	(D)	1.4
595	Sporting goods, bicycle stores.....	(D)	41.2	(D)	3.1
597	Jewelry stores.....	89.0	82.2	3.5	3.0
5992	Florists.....	(D)	18.5	(D)	0.4
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table CA.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PHILADELPHIA, THE ENTIRE CITY, AND PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.3	0.9	3.1	3.4	4.6	5.2
5251	Hardware stores.....	0.4	0.4	0.7	0.8	0.9	1.1
52 ex. 5251	Other.....	0.9	0.5	2.4	2.6	3.7	4.1
53 part ³	General merchandise group stores ³	42.8	45.3	15.3	15.1	12.3	11.6
531	Department stores.....	39.4	42.3	12.3	12.6	8.9	8.8
533	Limited price variety stores.....	2.4	2.2	1.7	1.5	1.7	1.6
539	Other general merchandise stores.....	1.0	0.8	1.3	1.0	1.5	1.1
54	Food stores.....	4.1	4.4	24.4	23.3	25.9	24.6
55 ex. 554	Automotive dealers.....	2.0	2.1	12.0	14.2	15.4	16.6
554	Gasoline service stations.....	0.4	0.3	3.9	3.2	5.4	4.7
a 56	Apparel, accessory stores.....	17.3	19.0	9.4	10.6	7.6	8.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.2	3.9	2.5	2.3	1.8	1.7
562, 563, 568	Women's clothing, specialty stores....	10.2	9.8	4.4	4.9	3.4	0.4
562	Ready-to-wear stores ⁵	8.1	8.8	2.9	3.3	2.3	3.7
565	Family clothing stores ⁵	0.1	0.3	0.3	0.4	0.6	2.6
566	Shoe stores.....	2.6	2.6	1.7	1.7	1.3	1.4
564, 569	Other apparel stores.....	0.2	2.4	0.5	1.3	0.4	0.9
57	Furniture, home furnishings, equipment stores.....	5.7	6.2	5.4	6.1	4.8	5.7
5712	Furniture stores ⁴	2.2	2.1	2.1	2.5	2.0	2.5
5713-15, 19	Other home furnishings stores ⁴	1.3	2.0	0.9	1.4	0.8	0.8
572, 573	Household appliance, radio, TV, music stores.....	2.2	2.1	1.5	2.2	2.0	2.1
58	Eating, drinking places.....	11.8	10.5	11.5	10.8	9.6	9.8
5812	Eating places.....	9.3	8.3	7.6	6.7	6.4	6.0
5813	Drinking places.....	2.5	2.2	3.9	4.1	3.2	3.8
591	Drug stores, proprietary stores.....	2.0	1.8	3.5	3.2	3.3	3.1
59 ex. 591	Other retail stores ⁶	12.6	9.5	11.5	10.1	11.1	10.4
592	Liquor stores.....	1.5	0.9	3.6	2.9	3.2	2.7
594	Book, stationery stores.....	1.0	0.9	0.4	0.5	0.3	0.3
595	Sporting goods, bicycle stores.....	0.4	0.3	0.2	0.1	0.2	0.2
597	Jewelry stores.....	2.2	2.0	0.8	0.9	0.6	0.7
5992	Florists.....	0.3	0.3	0.4	0.4	0.4	0.4
5996	Camera, photographic supply stores....	0.5	0.5	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6B.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF CAMDEN, THE ENTIRE CITY, AND PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators).

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	4.3	7.0	4.6	6.6	4.6	5.2
5251	Hardware stores.....	0.2	0.4	1.1	1.4	0.9	1.1
52 ex. 5251	Other.....	4.1	6.5	3.5	5.2	3.7	4.1
53 part ³	General merchandise group stores ³	26.2	13.0	17.5	12.3	12.3	11.6
531	Department stores.....	(D)	(D)	(D)	(D)	8.9	8.8
533	Limited price variety stores.....	6.1	6.7	2.2	2.7	1.7	1.6
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	1.5	1.1
54	Food stores.....	15.5	18.4	19.7	22.7	25.9	24.6
55 ex. 554	Automotive dealers.....	4.2	5.5	18.4	17.1	15.4	16.6
554	Gasoline service stations.....	2.6	1.9	4.4	5.0	5.4	4.7
56	Apparel, accessory stores.....	13.5	17.8	6.3	7.5	7.6	8.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.2	3.0	1.2	1.4	1.8	1.7
562, 563, 568	Women's clothing, specialty stores....	4.5	6.6	2.1	2.5	3.4	0.4
562	Ready-to-wear stores ⁵	2.6	3.9	1.0	1.4	2.3	3.7
565	Family clothing stores ⁵	1.3	(D)	1.1	0.9	0.6	2.6
566	Shoe stores.....	3.6	4.3	1.3	1.7	1.3	1.4
564, 569	Other apparel stores.....	0.8	1.6	0.5	0.8	0.4	0.9
57	Furniture, home furnishings, equipment stores.....	10.8	12.2	8.1	9.7	4.8	5.7
5712	Furniture stores ⁴	6.8	7.3	4.7	5.6	2.0	2.5
5713-15, 19	Other home furnishings stores ⁴	0.6	0.5	0.5	0.9	0.8	0.8
572, 573	Household appliance, radio, TV, music stores.....	3.4	4.2	2.9	3.0	2.0	2.1
58	Eating, drinking places.....	9.4	10.3	8.5	9.2	9.6	9.8
5812	Eating places.....	6.5	6.7	5.0	4.7	6.4	6.0
5813	Drinking places.....	2.9	3.6	3.5	4.5	3.2	3.8
591	Drug stores, proprietary stores.....	3.5	3.1	2.2	2.0	3.3	3.1
59 ex. 591	Other retail stores ⁶	10.0	10.8	10.3	7.9	11.1	10.4
592	Liquor stores.....	4.4	3.0	4.2	2.8	3.2	2.7
594	Book, stationery stores.....	(D)	0.4	0.1	(D)	0.3	0.3
595	Sporting goods, bicycle stores.....	(D)	0.5	0.1	0.4	0.2	0.2
597	Jewelry stores.....	1.9	1.7	0.6	0.7	0.6	0.7
5992	Florists.....	(D)	0.1	0.3	0.2	0.4	0.4
5996	Camera, photographic supply stores....	(D)	(D)	0.1	(D)	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.--Includes the planned center known as "Bala Cynwyd" bounded by St. Asaph Rd., Belmont Ave., East City Ave., and Conshocken Ave. (Lower Merion Township, Montgomery County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	27			
	Sales.....(\$1,000)...	18,294	554	Gasoline service stations.....	1
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	12
	Number.....	4	561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores....	7
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	4
56, 57	Number.....	15	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	11,313	566	Shoe stores.....	3
			564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
59 ex. 591	Number.....	8		Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5712	Other home furnishings stores.....	1
		Number of establishments	5713-15, 19	Household appliance, radio, TV, music stores.....	...
			572, 5732		
	Retail stores, total ³	27	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

MRC No. 2.--Includes stores in the area bounded by West Seventh, Sprout, East Eighth, East Ninth, Edgemont, East Tenth, Crosby, East Ninth, Wall, East Seventh, St. Charles Pl. extended, St. Charles Pl., East Sixth, Welsh, East Third, Market, West Mary, Edgemont, and West Sixth (Chester)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	196			
	Sales.....(\$1,000)...	23,968	554	Gasoline service stations.....	1
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	49
	Number.....	58	561, 567	Men's, boys' apparel stores, custom tailors.....	12
	Sales.....(\$1,000)...	3,295	562-3, 568	Women's clothing, specialty stores....	13
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	10
56, 57	Number.....	98	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	15,472	566	Shoe stores.....	21
			564, 569	Other apparel stores.....	2
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	37
59 ex. 591	Number.....	40		Furniture stores.....	16
	Sales.....(\$1,000)...	5,201	5712	Other home furnishings stores.....	6
		Number of establishments	5713-15, 19	Household appliance, radio, TV, music stores.....	15
			572, 5732		
	Retail stores, total ³	196	58	Eating, drinking places.....	37
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	24
5251	Hardware stores.....	...	5813	Drinking places.....	13
52 ex. 5251	Other.....	3	591	Drug stores, proprietary stores.....	5
53 part ³	General merchandise group stores ^{2 3}	12	59 ex. 591	Other retail stores ⁶	33
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	5	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	6	595	Sporting goods, bicycle stores.....	4
			597	Jewelry stores.....	9
54	Food stores.....	16	5992	Florists.....	2
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 3.--Includes stores on Germantown Ave. from East Penn.--West Queen La. to Haines, on Cheltenham Ave. from F & R Rwy. to Pulaski Ave., on East Woodlawn, Armot, and East School House La. from Germantown Ave. to Kenyon St., on Market Sq., and on Church La. to 24 Church La. (Philadelphia)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	6
	Number.....	172	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	40,026	56	Apparel, accessory stores ²	62
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	14
	Number.....	36	562-3, 568	Women's clothing, specialty stores.....	27
	Sales.....(\$1,000)...	3,004	562	Ready-to-wear stores ²	17
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵	1
56, 57	Number.....	103	566	Shoe stores.....	16
	Sales.....(\$1,000)...	27,038	564, 569	Other apparel stores.....	4
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	25
59 ex. 591	Number.....	33	5712	Furniture stores.....	11
	Sales.....(\$1,000)...	9,984	5713-15,19	Other home furnishings stores.....	3
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	11
	Retail stores, total ³	172	58	Eating, drinking places.....	23
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	16
5251	Hardware stores.....	...	5813	Drinking places.....	7
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	5
53 part ³	General merchandise group stores ^{2 3}	16	59 ex. 591	Other retail stores ⁶	25
531	Department stores.....	3	592	Liquor stores.....	2
533	Limited price variety stores.....	4	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	9	595	Sporting goods, bicycle stores.....	2
54	Food stores.....	8	597	Jewelry stores.....	6
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

MRC No. 4.--Includes stores in the area bounded by Spring Ave., Rydal Rd., Clement Rd., Vernon Rd., Homestead Rd., Cottman, Nice Ave., Summit Ave., Leedom, Cloverly Ave., and Cheltenham Ave. (Jenkintown, Montgomery County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	6
	Number.....	97	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	33,674	56	Apparel, accessory stores ²	20
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	26	562-3, 568	Women's clothing, specialty stores.....	10
	Sales.....(\$1,000)...	2,757	562	Ready-to-wear stores ²	10
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵	1
56, 57	Number.....	37	566	Shoe stores.....	5
	Sales.....(\$1,000)...	23,332	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	13
59 ex. 591	Number.....	34	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	7,595	5713-15,19	Other home furnishings stores.....	4
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	6
	Retail stores, total ³	97	58	Eating, drinking places.....	15
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	11
5251	Hardware stores.....	1	5813	Drinking places.....	4
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	21
531	Department stores.....	2	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	7	597	Jewelry stores.....	3
			5992	Florists.....	2
			5996	Camera, photographic supply stores.....	2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 5.--Includes the planned center known as "Levittown Shop-O-Rama" at Route 13 and Levittown Pkwy. (Bucks County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	44	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	23,018	56	Apparel, accessory stores ²	16
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	8	562-3, 568	Women's clothing, specialty stores.....	6
	Sales.....(\$1,000)...	8,416	562	Ready-to-wear stores ²	3
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ²
56, 57	Number.....	26	566	Shoe stores.....	6
	Sales.....(\$1,000)...	12,987	564, 569	Other apparel stores.....	2
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
59 ex. 591	Number.....	10	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	1,615	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	44	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ² ³	7	59 ex. 591	Other retail stores ⁶	8
531	Department stores.....	3	592	Liquor stores.....	1
533	Limited price variety stores.....	3	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 6.--Includes the planned center known as "Logan Square" on Markley St. from West Roberts St. to Johnson Hwy. (Norristown, Montgomery County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	13	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	6,830	56	Apparel, accessory stores ²	4
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	3	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ²	1
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ²
56, 57	Number.....	6	566	Shoe stores.....	1
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	...
59 ex. 591	Number.....	4	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	310	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	13	58	Eating, drinking places.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	...
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ² ³	2	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 7.--Includes the planned center known as "Main Line Shopping Center" and other stores in the area bounded by Hampstead Rd., Hampstead Rd. ext., Williams Rd. ext., Williams Rd., Cloverhill Rd., and East Lancaster Ave. (Wynnewood, Montgomery County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	20	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	17,095	56	Apparel, accessory stores ²	2
			561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores....	1
	Number.....	7	562	Ready-to-wear stores ⁵	1
	Sales.....(\$1,000)...	4,378	565	Family clothing stores ⁵
			566	Shoe stores.....	1
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	...
	Number.....	4	57	Furniture, home furnishings, equipment stores.....	1
	Sales.....(\$1,000)...	(D)	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	1
	Number.....	9	58	Eating, drinking places.....	1
	Sales.....(\$1,000)...	(D)	5812	Eating places.....	1
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	20	591	Drug stores, proprietary stores.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	5
	Hardware stores.....	1	592	Liquor stores.....	...
	Other.....	...	594	Book, stationery stores.....	...
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	1	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	...	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	...
54	Food stores.....	4			

MRC No. 8.--Includes the planned center known as "Morrisville Shopping Center" bounded by East Trenton Ave., Crown, East Maple Ave., and North Pennsylvania Ave. (Bucks County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	15	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	5,806	56	Apparel, accessory stores ²	4
			561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores....	1
	Number.....	6	562	Ready-to-wear stores ⁵	1
	Sales.....(\$1,000)...	3,788	565	Family clothing stores ⁵
			566	Shoe stores.....	1
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	1
	Number.....	6	57	Furniture, home furnishings, equipment stores.....	...
	Sales.....(\$1,000)...	1,193	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	...
	Number.....	3	58	Eating, drinking places.....	2
	Sales.....(\$1,000)...	825	5812	Eating places.....	2
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	15	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	...	59 ex. 591	Other retail stores ⁶	3
	Hardware stores.....	...	592	Liquor stores.....	1
	Other.....	...	594	Book, stationery stores.....	...
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	2	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	...
54	Food stores.....	3			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 9.--Includes stores in the area bounded by West Penn, Barbadoes, Ann, Cherry, West Airy, East Airy, Green, East Penn, Arch, East Main, Sawmill Run, East Lafayette, and Markley (Norristown, Montgomery County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	181	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	22,170	56	Apparel, accessory stores ²	45
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	11
	Number.....	52	562-3, 568	Women's clothing, specialty stores....	15
	Sales.....(\$1,000)...	3,804	562	Ready-to-wear stores ⁵	10
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵	2
	Number.....	81	566	Shoe stores.....	12
	Sales.....(\$1,000)...	13,639	564, 569	Other apparel stores.....	4
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	25
	Number.....	48	5712	Furniture stores.....	9
	Sales.....(\$1,000)...	4,727	5713-15,19	Other home furnishings stores.....	8
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ³	181	58	Eating, drinking places.....	35
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	21
5251	Hardware stores.....	...	5813	Drinking places.....	14
52 ex. 5251	Other.....	3	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	11	59 ex. 591	Other retail stores ⁶	37
531	Department stores.....	2	592	Liquor stores.....	...
533	Limited price variety stores.....	4	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	5	595	Sporting goods, bicycle stores.....	4
			597	Jewelry stores.....	7
			5992	Florists.....	3
54	Food stores.....	14	5996	Camera, photographic supply stores.....	2

MRC No. 10.--Includes stores on East High St. from York St. to Evans St. (Pottstown, Montgomery County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	89	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	20,326	56	Apparel, accessory stores ²	32
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	11
	Number.....	23	562-3, 568	Women's clothing, specialty stores....	11
	Sales.....(\$1,000)...	4,203	562	Ready-to-wear stores ⁵	8
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	45	566	Shoe stores.....	7
	Sales.....(\$1,000)...	8,968	564, 569	Other apparel stores.....	2
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	8
	Number.....	21	5712	Furniture stores.....	5
	Sales.....(\$1,000)...	7,155	5713-15,19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	89	58	Eating, drinking places.....	11
52	Lumber, building materials, hardware, farm equipment dealers.....	7	5812	Eating places.....	8
5251	Hardware stores.....	4	5813	Drinking places.....	3
52 ex. 5251	Other.....	3	591	Drug stores, proprietary stores.....	5
53 part ³	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	10
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	3	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	3
			597	Jewelry stores.....	2
			5992	Florists.....	...
54	Food stores.....	7	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 11.--Includes the planned center known as "Surburban Square Shopping Center" and other stores bounded by East Montgomery Ave., Llanfair Rd., Church Rd., P. RR. and Anderson Ave. (Ardmore, Montgomery County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	32	554	Gasoline service stations.....	...
54, 58, 591	Sales.....(\$1,000)...	14,974	56	Apparel, accessory stores ²	8
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	4	562-3, 568	Women's clothing, specialty stores.....	5
53 part, ³	Sales.....(\$1,000)...	1,301	562	Ready-to-wear stores ⁵	5
56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	14	566	Shoe stores.....	2
	Sales.....(\$1,000)...	12,412	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
59 ex. 591	Number.....	14	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	1,261	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	32	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	13
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	...	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	2
54	Food stores.....	2	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

MRC No. 12.--Includes the stores on 69th St. from Ludlow St. to Walnut St. (Upper Darby, Delaware County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	45	554	Gasoline service stations.....	...
54, 58, 591	Sales.....(\$1,000)...	40,212	56	Apparel, accessory stores ²	24
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Number.....	3	562-3, 568	Women's clothing, specialty stores.....	9
53 part, ³	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵	3
56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	34	566	Shoe stores.....	10
	Sales.....(\$1,000)...	34,887	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
59 ex. 591	Number.....	8	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	45	58	Eating, drinking places.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	...
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	6	59 ex. 591	Other retail stores ⁶	8
531	Department stores.....	3	592	Liquor stores.....	...
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	2
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.--RETAIL STORES: 1998--MAJOR RETAIL CENTERS IN THE PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 13.--Includes stores in the area bounded by Chestnut, Walnut, Cedar Alley, High, Pearl Alley, Church, Wollerton Alley, and Darlington (West Chester, Chester County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	96	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	13,222	56	Apparel, accessory stores ²	26
			561, 567	Men's, boys' apparel stores, custom tailors.....	6
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	10
	Number.....	25	562	Ready-to-wear stores ³	9
	Sales.....(\$1,000)...	1,503	565	Family clothing stores ³	1
			566	Shoe stores.....	7
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	2
	Number.....	42	57	Furniture, home furnishings, equipment stores.....	10
	Sales.....(\$1,000)...	7,681	5712	Furniture stores.....	5
			5713-15,19	Other home furnishings stores.....	2
52 ex. 5251	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	3
	Number.....	29	58	Eating, drinking places.....	18
	Sales.....(\$1,000)...	4,038	5812	Eating places.....	13
			5813	Drinking places.....	5
52	Retail stores, total ³	96	591	Drug stores, proprietary stores.....	3
	Lumber, building materials, hardware, farm equipment dealers.....	4	59 ex. 591	Other retail stores ⁶	21
	Hardware stores.....	2	592	Liquor stores.....	1
	Other.....	2	594	Book, stationery stores.....	1
53 part ³ 531	General merchandise group stores ^{2 3}	6	595	Sporting goods, bicycle stores.....	1
	Department stores.....	2	597	Jewelry stores.....	4
	Limited price variety stores.....	2	5992	Florists.....	3
	Other general merchandise stores.....	2	5996	Camera, photographic supply stores.....	...
533 539	Food stores.....	4			

MRC No. 14.--Includes the planned center known as "Willow Grove Shopping Center" bounded by Old York Rd., Davisville Rd., Moreland Rd., and Park Ave. (Willow Grove, Montgomery County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	37	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	18,291	56	Apparel, accessory stores ²	11
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	4
	Number.....	15	562	Ready-to-wear stores ³	4
	Sales.....(\$1,000)...	7,155	565	Family clothing stores ³
			566	Shoe stores.....	4
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	1
	Number.....	14	57	Furniture, home furnishings, equipment stores.....	1
	Sales.....(\$1,000)...	8,917	5712	Furniture stores.....	...
			5713-15,19	Other home furnishings stores.....	1
52 ex. 5251	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	...
	Number.....	8	58	Eating, drinking places.....	7
	Sales.....(\$1,000)...	2,219	5812	Eating places.....	4
			5813	Drinking places.....	3
52	Retail stores, total ³	37	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	2	59 ex. 591	Other retail stores ⁶	6
	Hardware stores.....	1	592	Liquor stores.....	1
	Other.....	1	594	Book, stationery stores.....	...
53 part ³ 531	General merchandise group stores ^{2 3}	2	595	Sporting goods, bicycle stores.....	1
	Department stores.....	1	597	Jewelry stores.....	2
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	1
533 539	Food stores.....	7			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PHILADELPHIA STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 15.--Includes stores on Oregon Ave. from 18th St. to 22nd St., and in the area bounded by Oregon Ave., 24th St., Passyunk Ave., and 22nd St. (Philadelphia)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	23	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	16,623	56	Apparel, accessory stores ²	6
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	6	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³	1
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ³	1
	Number.....	10	566	Shoe stores.....	3
	Sales.....(\$1,000)...	8,781	564, 569	Other apparel stores.....	...
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	7	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
5251 52 ex. 5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	23	58	Eating, drinking places.....	...
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	...
53 part ³ 531	Hardware stores.....	...	5813	Drinking places.....	...
	Other.....	1	591	Drug stores, proprietary stores.....	3
	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶
533	Department stores.....	1	592	Liquor stores.....	...
539	Limited price variety stores.....	1	594	Book, stationery stores.....	...
54	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
	Food stores.....	3	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 16.--Includes stores on Castor from Bleigh Ave. to Englewood St. and on Cottman from Castor to Kindred St. (Philadelphia)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	26	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	20,915	56	Apparel, accessory stores ²	5
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	10	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	7,568	562	Ready-to-wear stores ³	1
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ³
	Number.....	11	566	Shoe stores.....	2
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	1
5251 52 ex. 5251	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	5	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	26	58	Eating, drinking places.....	4
	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	3
53 part ³ 531	Hardware stores.....	...	5813	Drinking places.....	1
	Other.....	2	591	Drug stores, proprietary stores.....	2
	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	1
533	Department stores.....	1	592	Liquor stores.....	...
539	Limited price variety stores.....	2	594	Book, stationery stores.....	...
54	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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LIST



CENTRAL BUSINESS DISTRICT STATISTICS

Phoenix, Ariz., Area

1958
Census
of
Business

U. S. DEPARTMENT OF COMMERCE

Frederick H. Mueller, Secretary

Carl F. Oechsle, Asst. Secy. for Domestic Affairs

BUREAU OF THE CENSUS

Robert W. Burgess, Director



BUREAU OF THE CENSUS

ROBERT W. BURGESS, Director

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CALVERT L. DEDRICK, Chief, International Statistical
Programs Office
A. W. VON STRUVE, Acting Public Information Officer

BUSINESS DIVISION—

Harvey Kailin, Chief
Louis Greenberg, Assistant Chief
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ECONOMIC OPERATIONS DIVISION—

M. D. Bingham, Chief
Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Phoenix, Ariz., Area—BC58-CBD63

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

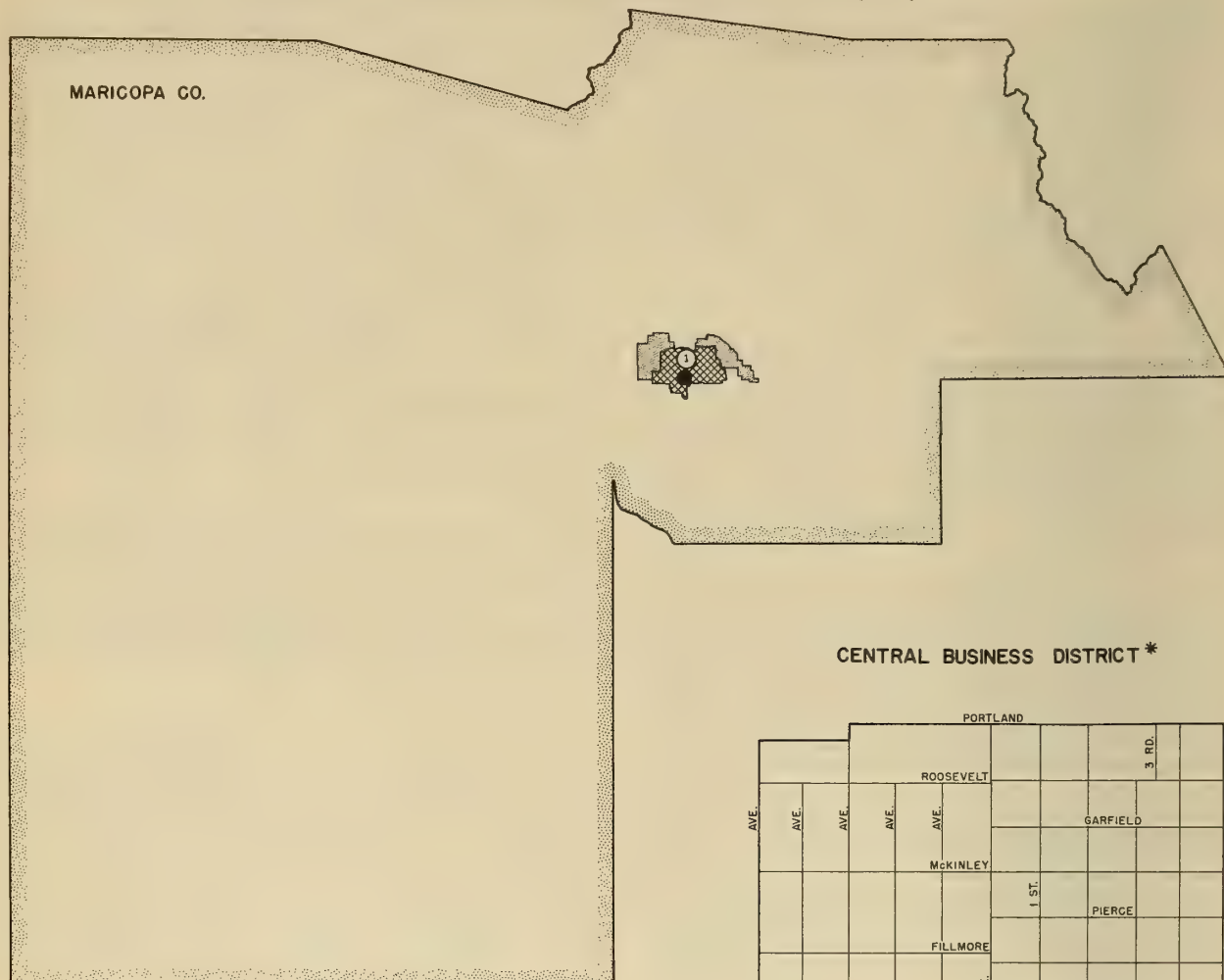
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

PHOENIX, ARIZONA

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



SCALE
5 0 5 MILES



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY, 1954
- ▩ ANNEXATIONS THROUGH 1958
- ▤ STANDARD METROPOLITAN STATISTICAL AREA

*CONSISTS OF TRACT PH-85

SCALE
400 0 400

DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF PHOENIX

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)
					Total	Full workweek			
		(number)			(number)	(number)	(number)		
RETAIL STORES									
	Retail stores, total ²	410	132,936	18,302	5,798	4,949	468	118,996	17,436
52	Lumber, building materials, hardware, farm equipment dealers.....	3	(D)	(D)	(D)	(D)	7	2,488	310
5251	Hardware stores.....	1	(D)	(D)	(D)	(D)	2	(D)	(D)
52 ex. 5251	Other.....	2	(D)	(D)	(D)	(D)	5	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	11	34,908	4,893	1,726	1,288	10	32,734	5,018
531	Department stores.....	4	29,776	3,999	1,297	994	4	(D)	(D)
533	Limited price variety stores.....	3	4,396	789	404	273	3	4,627	750
539	Other general merchandise stores.....	4	736	105	25	21	3	(D)	(D)
54	Food stores.....	15	1,365	128	75	67	26	2,365	141
55 ex. 554	Automotive dealers.....	25	43,825	4,069	843	830	27	30,637	3,516
554	Gasoline service stations.....	19	1,773	196	75	69	31	2,515	381
56	Apparel, accessory stores.....	74	15,910	2,568	835	679	92	18,355	2,735
561, 567	Men's, boys' apparel stores, custom tailors ⁴	16	2,245	312	82	73	22	3,311	566
562, 563, 568	Women's clothing, specialty stores....	27	6,072	888	355	273	26	9,050	1,345
562	Ready-to-wear stores ⁵	23	5,965	874	345	263	23	8,826	1,311
565	Family clothing stores ⁵	8	(D)	(D)	(D)	(D)	5	1,600	274
566	Shoe stores.....	20	2,942	392	123	97	26	3,642	469
564, 569	Other apparel stores.....	1	(D)	(D)	(D)	(D)	9	683	81
57	Furniture, home furnishings, equipment stores.....	30	11,508	1,947	470	454	33	9,566	1,566
5712	Furniture stores ⁴	12	8,899	1,482	356	346	12	7,104	1,116
5713-15, 19	Other home furnishings stores ⁴	3	576	121	28	28	6	527	114
572, 573	Household appliance, radio, TV, music stores.....	15	2,033	344	86	80	13	1,903	336
58	Eating, drinking places.....	110	8,371	2,241	1,124	971	119	7,412	1,893
5812	Eating places.....	80	6,947	1,997	1,000	876	82	5,500	1,517
5813	Drinking places.....	30	1,424	244	124	95	37	1,912	376
591	Drug stores, proprietary stores.....	12	4,792	580	185	153	18	3,662	496
59 ex. 591	Other retail stores ⁶	111	8,302	1,395	406	379	105	9,262	1,380
592	Liquor stores.....	7	409	31	9	9	6	382	34
594	Book, stationery stores.....	6	1,582	361	74	73	5	(D)	(D)
595	Sporting goods, bicycle stores.....	4	169	23	5	4	8	420	47
597	Jewelry stores.....	28	2,464	429	112	107	29	3,424	492
5992	Florists.....	4	308	62	23	23	3	297	69
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	3	448	52
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	35	5,263	1,907	684	669	38	4,293	1,429
783	Motion picture theaters.....	5	1,410	295	130	77	6	1,576	258

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$1,881 of which \$1,482 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

PHOENIX, ARIZ., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF PHOENIX

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,165	479,618	55,000	20,110	16,042	2,273	310,981	36,877
52	Lumber, building materials, hardware, farm equipment dealers.....	118	29,586	3,161	767	724	86	28,058	2,643
5251	Hardware stores.....	34	2,901	297	104	99	14	1,441	195
52 ex. 5251	Other.....	84	26,685	2,864	663	625	72	26,617	2,448
53 part ²	General merchandise group stores ^{2 3}	90	52,354	7,050	2,731	2,092	76	36,540	5,446
531	Department stores.....	5	(D)	(D)	(D)	(D)	4	(D)	(D)
533	Limited price variety stores.....	28	9,017	1,435	788	483	50	7,015	1,093
539	Other general merchandise stores.....	41	(D)	(D)	(D)	(D)	22	(D)	(D)
54	Food stores.....	420	88,897	5,942	2,101	1,620	377	54,463	3,359
55 ex. 554	Automotive dealers.....	220	105,850	9,366	2,075	2,023	154	57,062	5,727
554	Gasoline service stations.....	460	34,811	3,107	1,201	1,041	266	21,769	2,197
56	Apparel, accessory stores.....	222	31,902	4,788	1,732	1,480	167	22,444	3,133
561, 567	Men's, boys' apparel stores, custom tailors.....	38	3,883	433	129	110	28	(D)	590
562, 563, 568	Women's clothing, specialty stores....	97	15,347	2,432	978	866	64	10,684	1,519
562	Ready-to-wear stores ⁵	70	13,818	2,259	895	796	48	10,036	1,457
565	Family clothing stores ⁵	17	5,801	1,105	322	271	15	2,641	381
566	Shoe stores.....	46	5,701	732	252	195	34	4,218	530
564, 569	Other apparel stores.....	14	988	86	51	38	22	1,054	113
57	Furniture, home furnishings, equipment stores.....	259	36,619	5,116	1,333	1,271	191	24,691	3,717
5712	Furniture stores ⁴	98	21,420	2,986	724	698	48	15,755	2,498
5713-15, 19	Other home furnishings stores ⁴	57	5,772	756	219	212	28	2,139	271
572, 573	Household appliance, radio, TV, music stores.....	104	9,427	1,374	390	361	87	6,329	948
58	Eating, drinking places.....	787	41,701	9,368	5,714	3,653	521	23,734	5,431
5812	Eating places.....	577	32,921	8,224	5,110	3,170	359	16,649	4,279
5813	Drinking places.....	210	8,780	1,144	604	483	162	7,085	1,152
591	Drug stores, proprietary stores.....	98	22,346	3,125	1,128	963	91	11,888	1,643
59 ex. 591	Other retail stores ⁶	491	35,552	3,977	1,328	1,175	344	30,332	3,581
592	Liquor stores.....	81	9,158	562	220	181	59	4,403	257
594	Book, stationery stores.....	21	2,486	502	107	106	7	1,220	291
595	Sporting goods, bicycle stores.....	34	1,209	96	30	25	21	923	86
597	Jewelry stores.....	51	3,234	501	133	127	50	3,714	507
5992	Florists.....	32	1,830	390	140	130	13	1,001	232
5996	Camera, photographic supply stores....	10	1,681	183	60	55	6	896	118
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	53	8,917	3,026	1,089	1,051	56	5,221	1,685
783	Motion picture theaters.....	13	2,000	372	178	107	15	2,864	550

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
PHOENIX STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	5,155	721,037	78,709	28,986	23,547	4,259	486,078	52,192
52	Lumber, building materials, hardware, farm equipment dealers.....	236	53,152	5,802	1,493	1,423	200	44,799	4,459
5251	Hardware stores.....	62	5,545	576	226	218	42	2,926	303
52 ex. 5251	Other.....	174	47,607	5,226	1,267	1,205	158	41,873	4,156
53 part ²	General merchandise group stores ^{2 3}	174	64,059	8,344	3,397	2,545	148	43,744	6,223
531	Department stores.....	7	39,291	5,242	1,822	1,428	5	22,960	3,596
533	Limited price variety stores.....	60	14,159	2,119	1,151	745	81	9,473	1,450
539	Other general merchandise stores.....	79	(D)	(D)	(D)	(D)	60	11,689	1,177
54	Food stores.....	719	164,205	10,554	3,746	2,860	767	113,657	6,634
55 ex. 554	Automotive dealers.....	343	150,991	13,486	3,109	3,012	253	85,856	8,285
554	Gasoline service stations.....	754	55,504	4,891	1,931	1,662	540	38,469	3,581
56	Apparel, accessory stores.....	336	40,806	5,823	2,090	1,784	268	26,932	3,519
561, 567	Men's, boys' apparel stores, custom tailors ⁴	51	5,138	(D)	(D)	(D)	39	4,601	662
562, 563, 568	Women's clothing, specialty stores.....	139	18,704	2,871	1,139	1,011	106	12,395	1,680
562	Ready-to-wear stores ⁵	107	16,944	2,685	1,048	935	75	11,359	1,585
565	Family clothing stores ⁵	41	8,402	1,429	409	346	25	3,263	433
566	Shoe stores.....	64	6,967	863	312	238	58	5,222	615
564, 569	Other apparel stores.....	21	(D)	(D)	(D)	(D)	22	1,167	129
57	Furniture, home furnishings, equipment stores.....	369	46,382	6,480	1,812	1,699	305	33,226	4,701
5712	Furniture stores ⁴	139	25,387	3,470	840	806	79	19,700	2,926
5713-15, 19	Other home furnishings stores ⁴	73	7,524	1,060	294	283	41	3,187	376
572, 573	Household appliance, radio, TV, music stores.....	157	13,471	1,950	678	610	141	9,655	1,399
58	Eating, drinking places.....	1,271	61,020	13,159	7,728	5,376	977	37,363	7,702
5812	Eating places.....	943	47,702	11,458	6,838	4,683	584	23,133	5,687
5813	Drinking places.....	328	13,318	1,701	890	693	393	14,250	2,015
591	Drug stores, proprietary stores.....	171	32,444	4,558	1,709	1,459	159	18,513	2,517
59 ex. 591	Other retail stores ⁶	782	52,474	5,612	1,971	1,727	642	43,519	4,571
592	Liquor stores.....	110	12,374	748	386	321	83	6,632	404
594	Book, stationery stores.....	36	3,084	604	135	131	10	1,228	303
595	Sporting goods, bicycle stores.....	55	2,097	156	61	53	34	1,330	116
597	Jewelry stores.....	90	4,567	670	189	175	78	4,470	572
5992	Florists.....	47	2,590	505	191	170	24	1,225	252
5996	Camera, photographic supply stores.....	17	2,058	207	75	63	9	1,015	125
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	90	14,987	5,082	1,907	1,787	90	8,656	2,897
783	Motion picture theaters.....	21	2,370	(D)	(D)	(D)	33	4,074	818

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF PHOENIX, THE ENTIRE CITY, AND PHOENIX STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	11.7	54.2	80.6	48.3	60.2
52	Lumber, building materials, hardware, farm equipment dealers.....	(D)	5.4	(D)	18.6	(D)
5251	Hardware stores.....	(D)	101.3	(D)	89.5	(D)
52 ex. 5251	Other.....	(D)	0.3	(D)	13.7	(D)
53 part ²	General merchandise group stores ^{2 3}	6.6	43.3	358.4	46.4	164.8
531	Department stores.....	(D)	(D)	(D)	74.2	(D)
533	Limited price variety stores.....	-5.0	28.5	93.5	49.5	101.5
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-42.3	63.2	68.0	44.5	46.3
55 ex. 554	Automotive dealers.....	43.0	85.5	134.7	75.9	94.1
554	Gasoline service stations.....	-29.5	59.9	71.6	44.3	49.4
56	Apparel, accessory stores.....	-13.3	42.1	291.1	51.5	190.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-32.2	(D)	(D)	11.7	124.3
562, 563, 568	Women's clothing, specialty stores.....	-32.9	43.6	467.6	50.9	277.6
562	Ready-to-wear stores ⁵	-32.4	37.7	549.0	49.2	333.4
565	Family clothing stores ⁵	(D)	119.7	(D)	157.5	(D)
566	Shoe stores.....	-19.2	35.2	379.0	33.4	154.7
564, 569	Other apparel stores.....	(D)	-6.3	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	20.3	48.3	67.0	39.6	47.4
5712	Furniture stores ⁴	25.3	36.0	44.7	28.9	30.9
5713-15, 19	Other home furnishings stores ⁴	9.3	169.8	222.3	136.1	161.2
572, 573	Household appliance, radio, TV, music stores.....	6.8	48.9	67.1	39.5	47.5
58	Eating, drinking places.....	12.9	75.7	104.2	63.3	75.8
5812	Eating places.....	26.3	97.7	133.0	106.4	131.4
5813	Drinking places.....	-25.5	23.9	42.2	-6.5	-3.6
591	Drug stores, proprietary stores.....	30.9	88.0	113.4	75.2	86.2
59 ex. 591	Other retail stores ⁶	-10.4	17.2	29.3	20.6	28.9
592	Liquor stores.....	7.1	108.0	117.6	86.6	91.4
594	Book, stationery stores.....	(D)	103.8	(D)	151.1	(D)
595	Sporting goods, bicycle stores.....	-59.8	31.0	106.8	57.7	111.9
597	Jewelry stores.....	-28.0	-12.9	265.5	2.2	101.1
5992	Florists.....	3.7	82.8	116.2	111.4	145.9
5996	Camera, photographic supply stores.....	(D)	87.6	(D)	102.8	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	22.6	70.8	293.8	73.1	122.9
783	Motion picture theaters.....	-10.5	-30.2	-54.2	-41.8	-61.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PHOENIX AND OF PHOENIX STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	27.7	38.3	18.4	24.5
52	Lumber, building materials, hardware, farm equipment dealers...	(D)	8.9	(D)	5.6
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	66.7	89.6	54.5	74.8
531	Department stores.....	(D)	(D)	75.8	(D)
533	Limited price variety stores.....	48.8	66.0	31.0	48.8
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	1.5	4.3	0.8	2.1
55 ex. 554	Automotive dealers.....	41.4	53.7	29.0	35.7
554	Gasoline service stations.....	5.1	11.6	3.2	6.5
56	Apparel, accessory stores.....	49.9	81.8	39.0	68.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	57.8	(D)	43.7	72.0
562, 563, 568	Women's clothing, specialty stores.....	39.6	84.7	32.5	73.0
562	Ready-to-wear stores ⁵	43.2	88.0	35.2	77.7
565	Family clothing stores ⁵	(D)	60.6	(D)	49.0
566	Shoe stores.....	51.6	86.3	42.2	69.7
564, 569	Other apparel stores.....	(D)	64.8	(D)	58.5
57	Furniture, home furnishings, equipment stores.....	31.4	38.7	24.8	28.8
5712	Furniture stores ⁴	41.5	45.1	35.1	36.1
5713-15, 19	Other home furnishings stores ⁴	10.0	24.6	7.7	16.5
572, 573	Household appliance, radio, TV, music stores.....	21.6	30.1	15.1	19.7
58	Eating, drinking places.....	20.1	31.2	13.7	19.8
5812	Eating places.....	21.1	33.0	14.6	23.8
5813	Drinking places.....	16.2	27.0	10.7	13.4
591	Drug stores, proprietary stores.....	23.4	30.8	14.8	19.8
59 ex. 591	Other retail stores ⁶	22.8	30.5	15.8	21.3
592	Liquor stores.....	4.5	8.7	3.3	5.8
594	Book, stationery stores.....	63.6	(D)	51.3	(D)
595	Sporting goods, bicycle stores.....	14.0	45.5	8.1	41.5
597	Jewelry stores.....	76.2	92.2	54.0	76.6
5992	Florists.....	1.7	29.7	11.9	24.2
5996	Camera, photographic supply stores.....	(D)	50.0	(D)	44.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PHOENIX, THE ENTIRE CITY, AND PHOENIX STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	(D)	2.1	6.2	9.0	7.4	9.2
5251	Hardware stores.....	(D)	(D)	0.6	0.4	0.8	0.6
52 ex. 5251	Other.....	(D)	(D)	5.6	8.6	6.6	8.6
53 part ²	General merchandise group stores ^{2 3}	26.3	27.5	10.9	11.7	8.9	9.0
531	Department stores.....	22.4	(D)	(D)	(D)	5.4	4.7
533	Limited price variety stores.....	3.3	3.9	1.9	2.3	2.0	1.9
539	Other general merchandise stores.....	0.6	(D)	(D)	(D)	(D)	2.4
54	Food stores.....	1.0	2.0	18.5	17.5	22.8	23.4
55 ex. 554	Automotive dealers.....	33.0	25.8	22.1	18.4	20.9	17.7
554	Gasoline service stations.....	1.3	2.1	7.3	7.1	7.7	7.9
56	Apparel, accessory stores.....	12.0	15.4	6.7	7.2	5.7	5.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	1.7	2.8	0.8	(D)	0.7	0.9
562, 563, 568	Women's clothing, specialty stores....	4.6	7.6	3.2	3.4	2.6	2.6
562	Ready-to-wear stores ⁵	4.5	7.4	2.9	3.2	2.3	2.3
565	Family clothing stores ⁵	(D)	1.3	1.2	0.8	1.2	0.7
566	Shoe Stores.....	2.2	3.1	1.2	1.4	1.0	1.1
564, 569	Other apparel stores.....	(D)	0.6	0.2	0.3	(D)	0.2
57	Furniture, home furnishings, equipment stores.....	8.7	8.0	7.6	8.0	6.4	6.9
5712	Furniture stores ⁴	6.7	6.0	4.4	5.2	3.5	4.2
5713-15, 19	Other home furnishings stores ⁴	0.4	0.4	1.2	0.7	1.0	0.7
572, 573	Household appliance, radio, TV, music stores.....	1.5	1.6	2.0	2.1	1.9	2.0
58	Eating, drinking places.....	6.3	6.2	8.7	7.6	8.5	7.7
5812	Eating places.....	5.2	4.6	6.9	5.3	6.6	4.8
5813	Drinking places.....	1.1	1.6	1.8	2.3	1.9	2.9
591	Drug stores, proprietary stores.....	3.6	3.1	4.6	3.8	4.5	3.8
59 ex. 591	Other retail stores ⁶	6.2	7.8	7.4	9.7	7.2	8.9
592	Liquor stores.....	0.3	0.3	1.9	1.4	1.7	1.4
594	Book, stationery stores.....	1.2	(D)	0.5	0.4	0.4	0.3
595	Sporting goods, bicycle stores.....	0.1	0.4	0.3	0.3	0.3	0.3
597	Jewelry stores.....	1.9	2.9	0.7	1.2	0.6	0.9
5992	Florists.....	0.2	0.2	0.4	0.3	0.4	0.3
5996	Camera, photographic supply stores....	(D)	0.4	0.4	0.3	0.3	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PHOENIX, ARIZONA STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.--Includes the planned center known as "Park Central" extending along N. Central Ave. from W. Catalina Dr. to W. Osborn Rd., from N. Central Ave. to N. Third Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	2
	Number.....	44	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	25,957			
54, 58, 591-2	Convenience goods stores:		56	Apparel, accessory stores ¹	16
	Number.....	8	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	5,656	562-3, 568	Women's clothing, specialty stores.....	8
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	7
56, 57	Number.....	24	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	18,947	566	Shoe stores.....	5
			564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	6
	Number.....	12	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	1,354	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ²	44	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	4
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	9
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	2
			5992	Florists.....	1
54	Food stores.....	2	5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).-- Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).-- Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).-- Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).-- Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).-- Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).-- Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).-- Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).-- Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).-- Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

Field Offices

All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

ALBUQUERQUE, NEW MEXICO
Room 321, U. S. Post Office Bldg.

ATLANTA 3, GEORGIA
Room 604, Volunteer Building
66 Luckie Street, N. W.

BOSTON 9, MASSACHUSETTS
Room 232
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BUFFALO 3, NEW YORK
Room 504, Federal Building
117 Ellicott Street

CHARLESTON 4, SOUTH CAROLINA
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Room 207, Majestic Building
16th Street and Capitol Avenue

CHICAGO 6, ILLINOIS
Room 1302
226 West Jackson Boulevard

CINCINNATI 2, OHIO
915 Fifth Third Bank Building
36 East Fourth Street

CLEVELAND 1, OHIO
4th Floor
Federal Reserve Bank Building
East Sixth St. and Superior Ave.

DALLAS 1, TEXAS
Room 3-104, Merchandise Mart
500 South Ervay Street

DENVER 2, COLORADO
Room 142, New Custom House
19th and Stout Streets

DETROIT 26, MICHIGAN
Room 438, Federal Building

GREENSBORO, NORTH CAROLINA
Room 407
U. S. Post Office Building

HOUSTON 2, TEXAS
Room 610, Scanlan Building
405 Main Street

JACKSONVILLE 1, FLORIDA
Room 425, Federal Building
311 West Monroe Street

KANSAS CITY 6, MISSOURI
Room 2011, 911 Walnut Street

LOS ANGELES 15, CALIFORNIA
Room 450
Western Pacific Building
1031 South Broadway

MEMPHIS 3, TENNESSEE
Room 212, Falls Building
22 North Front Street

MIAMI 32, FLORIDA
Room 316
U. S. Post Office Building
300 N. E. First Avenue

MINNEAPOLIS 1, MINNESOTA
Room 319, Metropolitan Building
2nd Avenue South and 3rd Street

NEW ORLEANS 12, LOUISIANA
Room 1508
Masonic Temple Building
333 St. Charles Avenue

NEW YORK 1, NEW YORK
61st Floor
Empire State Building
350 Fifth Avenue

PHILADELPHIA 7, PENNSYLVANIA
Jefferson Building
1015 Chestnut Street

PHOENIX, ARIZONA
Room 419, Ellis Building
137 North Second Avenue

PITTSBURGH 22, PENNSYLVANIA
Room 817, Fulton Building
107 Sixth Street

PORTLAND 4, OREGON
Room 217, Old U. S. Courthouse
520 S. W. Morrison Street

RENO, NEVADA
1479 Wells Avenue

RICHMOND 19, VIRGINIA
Room 309, Parcel Post Building
11th and Main Streets

ST. LOUIS 1, MISSOURI
Room 910, New Federal Building
1114 Market Street

SALT LAKE CITY 1, UTAH
Room 105
222 S. W. Temple Street

SAN FRANCISCO 11, CALIFORNIA
Room 419, Customhouse
555 Battery Street

SAVANNAH, GEORGIA
Room 235
U. S. Courthouse and Post Office Bldg.
125-29 Bull Street

SEATTLE 4, WASHINGTON
Room 809
Federal Office Building
909 First Avenue

For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Pittsburgh, Pa., Area

1958
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U.S. DEPARTMENT OF COMMERCE

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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Pittsburgh, Pa., Area—BC58-CBD64

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

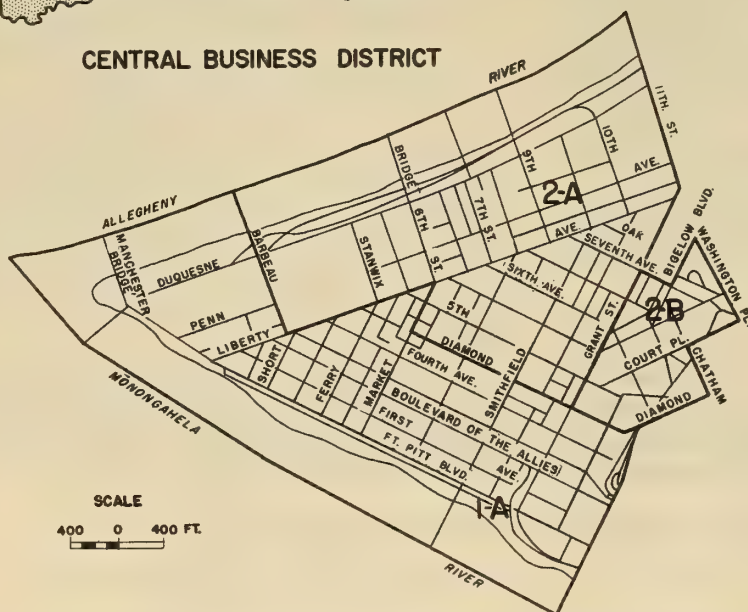
For explanation of procedures and definitions, see Appendix.

PITTSBURGH, PENNSYLVANIA

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY, 1954 AND 1958
- ▨ STANDARD METROPOLITAN STATISTICAL AREA
- I-A TRACT NUMBER

DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF PITTSBURGH

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	701	330,123	62,308	20,777	16,480	802	297,561	55,110
52	Lumber, building materials, hardware, farm equipment dealers.....	11	2,557	350	79	74	16	3,931	407
5251	Hardware stores.....	3	(D)	(D)	(D)	(D)	3	2,252	201
52 ex. 5251	Other.....	8	(D)	(D)	(D)	(D)	13	1,679	206
53 part ²	General merchandise group stores ^{2 3}	20	208,852	42,127	13,421	10,061	19	162,888	29,914
531	Department stores.....	6	195,385	39,696	12,138	9,285	5	150,653	27,764
533	Limited price variety stores.....	6	12,833	2,378	1,262	759	7	11,499	2,056
539	Other general merchandise stores.....	8	634	53	21	17	7	736	94
54	Food stores.....	61	14,327	1,360	536	412	71	14,677	2,543
55 ex. 554	Automotive dealers.....	2	(D)	(D)	(D)	(D)	3	(D)	(D)
554	Gasoline service stations.....	7	514	30	14	14	5	406	46
56	Apparel, accessory stores.....	158	34,822	5,354	1,644	1,393	183	38,089	5,877
561, 567	Men's, boys' apparel stores, custom tailors ⁴	46	8,407	1,408	400	384	35	6,940	1,066
562, 563, 568	Women's clothing, specialty stores....	71	19,640	3,035	956	769	59	19,821	3,059
562	Ready-to-wear stores ⁵	40	16,263	2,474	742	614	39	18,148	2,830
565	Family clothing stores ⁵	2	(D)	(D)	(D)	(D)	5	2,026	341
566	Shoe stores.....	32	5,522	742	208	168	38	6,255	906
564, 569	Other apparel stores.....	5	947	(D)	(D)	(D)	39	2,900	505
57	Furniture, home furnishings, equipment stores.....	59	12,680	1,872	506	482	69	21,825	4,579
5712	Furniture stores ⁴	12	5,363	739	218	209	13	12,818	2,884
5713-15, 19	Other home furnishings stores ⁴	15	2,132	385	103	98	15	3,233	666
572, 573	Household appliance, radio, TV, music stores.....	32	5,185	748	185	175	36	5,566	1,029
58	Eating, drinking places.....	161	23,318	6,305	2,994	2,628	180	22,726	6,776
5812	Eating places.....	121	20,559	5,817	2,768	2,425	124	18,373	5,694
5813	Drinking places.....	40	2,759	488	226	203	56	4,353	1,082
591	Drug stores, proprietary stores.....	27	5,946	955	479	384	22	4,285	728
59 ex. 591	Other retail stores ⁶	195	(D)	(D)	(D)	(D)	234	(D)	(D)
592	Liquor stores.....	3	3,970	162	50	50	6	3,867	157
594	Book, stationery stores.....	15	1,536	344	112	92	14	1,853	456
595	Sporting goods, bicycle stores.....	5	1,293	199	63	63	5	811	118
597	Jewelry stores.....	40	7,689	1,204	299	290	52	7,749	1,406
5992	Florists.....	14	1,246	211	52	50	20	1,259	162
5996	Camera, photographic supply stores....	5	2,290	344	74	73	3	1,366	167
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	19	15,862	6,306	2,264	1,891	18	15,843	6,439
783	Motion picture theaters.....	5	2,191	476	161	140	7	4,281	783

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$8,039,000 of which \$1,462,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF PITTSBURGH

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES								
	Retail stores, total ²	6,255	966,534	130,998	45,950	36,800	6,640	872,725	118,083
52	Lumber, building materials, hardware, farm equipment dealers.....	232	24,095	2,795	711	619	253	26,756	3,188
5251	Hardware stores.....	90	6,852	799	265	212	99	7,996	(D)
52 ex. 5251	Other.....	142	17,243	1,996	446	407	150	18,718	(D)
53 part ²	General merchandise group stores ^{2 3}	154	256,201	49,199	16,185	12,076	156	217,971	38,614
531	Department stores.....	9	223,369	43,880	13,425	10,325	9	183,474	33,350
533	Limited price variety stores.....	61	22,122	3,906	2,203	1,332	85	22,822	3,836
539	Other general merchandise stores.....	54	(D)	1,413	557	419	60	(D)	1,428
54	Food stores.....	1,737	217,853	16,126	5,605	4,241	2,110	189,395	15,394
55 ex. 554	Automotive dealers.....	214	112,983	11,227	2,262	2,226	172	111,018	10,756
554	Gasoline service stations.....	416	37,629	3,291	1,378	1,096	399	33,330	3,061
56	Apparel, accessory stores.....	534	64,398	9,263	3,212	2,601	587	66,033	9,402
561, 567	Men's, boys' apparel stores, custom tailors.....	130	15,633	2,323	711	656	103	12,538	1,685
562, 563, 568	Women's clothing, specialty stores....	211	31,247	4,662	1,648	1,317	213	31,301	4,534
562	Ready-to-wear stores ²	105	24,518	3,650	1,216	1,003	121	26,364	3,891
565	Family clothing stores ²	18	1,556	212	76	58	17	3,727	585
566	Shoe stores.....	119	12,554	1,650	585	420	125	12,575	1,718
564, 569	Other apparel stores.....	38	3,150	416	192	150	89	5,318	880
57	Furniture, home furnishings, equipment stores.....	378	56,227	8,300	2,522	1,998	407	56,679	9,096
5712	Furniture stores ⁴	127	34,011	5,286	1,187	1,138	89	29,556	5,410
5713-15, 19	Other home furnishings stores ⁴	70	7,125	1,146	301	282	64	8,907	1,625
572, 573	Household appliance, radio, TV, music stores.....	181	15,091	1,868	1,034	578	184	16,762	2,061
58	Eating, drinking places.....	1,561	90,441	18,491	9,306	8,011	1,457	79,161	17,146
5812	Eating places.....	766	56,553	13,381	6,768	5,826	669	44,562	11,160
5813	Drinking places.....	795	33,888	5,110	2,538	2,185	786	34,593	5,986
591	Drug stores, proprietary stores.....	298	34,129	4,626	2,323	1,689	326	28,985	4,046
59 ex. 591	Other retail stores ⁶	731	72,578	7,680	2,446	2,243	773	63,397	7,380
592	Liquor stores.....	55	27,169	1,237	416	407	56	20,362	919
594	Book, stationery stores.....	41	2,340	431	160	135	26	2,736	528
595	Sporting goods, bicycle stores.....	21	2,608	299	103	98	21	1,800	255
597	Jewelry stores.....	109	11,087	1,566	430	403	119	11,469	1,842
5992	Florists.....	85	4,409	802	237	213	92	3,614	553
5996	Camera, photographic supply stores....	15	3,636	562	156	146	14	2,401	230
	SELECTED SERVICE TRADES								
7011, 7012	Hotels.....	55	19,878	7,740	2,827	2,432	56	20,389	8,087
783	Motion picture theaters.....	41	(D)	(D)	(D)	(D)	53	8,084	1,823

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
PITTSBURGH STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	20,975	2,589,695	294,229	108,362	85,811	20,619	2,212,049	248,810
52	Lumber, building materials, hardware, farm equipment dealers.....	1,047	138,024	18,049	4,438	4,049	953	126,046	16,921
5251	Hardware stores.....	377	30,417	3,563	1,257	1,073	355	29,140	3,222
52 ex. 5251	Other.....	670	107,607	14,486	3,181	2,976	592	96,858	13,699
53 part ²	General merchandise group stores ^{2 3}	571	386,756	68,403	25,345	18,015	534	307,117	51,060
531	Department stores.....	31	273,470	52,175	16,652	12,384	24	203,762	36,525
533	Limited price variety stores.....	212	71,173	11,312	6,900	4,244	225	62,257	9,640
539	Other general merchandise stores.....	202	39,497	4,916	1,793	1,387	281	41,056	4,895
54	Food stores.....	5,338	751,391	52,314	18,677	13,898	6,073	617,498	44,175
55 ex. 554	Automotive dealers.....	960	377,383	38,160	8,690	8,417	890	372,072	35,472
554	Gasoline service stations.....	2,210	161,098	12,069	5,446	4,166	1,952	120,131	8,900
56	Apparel, accessory stores.....	1,625	166,354	22,078	8,657	6,456	1,661	152,376	19,128
561, 567	Men's, boys' apparel stores, custom tailors ⁴	394	37,235	4,734	1,620	1,303	327	30,088	3,477
562, 563, 568	Women's clothing, specialty stores....	591	66,731	9,317	3,816	2,877	589	64,446	8,328
562	Ready-to-wear stores ⁵	352	53,371	7,504	2,980	2,330	370	54,344	7,071
565	Family clothing stores ⁵	94	19,417	2,890	1,052	744	89	17,610	2,534
566	Shoe stores.....	362	32,569	4,076	1,602	1,123	350	28,068	3,450
564, 569	Other apparel stores.....	144	9,860	1,061	567	409	202	3,593	1,339
57	Furniture, home furnishings, equipment stores.....	1,220	136,560	19,403	5,764	4,986	1,119	132,343	20,180
5712	Furniture stores ⁴	387	80,761	12,311	3,141	2,999	266	70,007	12,158
5713-15, 19	Other home furnishings stores ⁴	189	14,219	2,093	585	538	116	12,132	2,164
572, 573	Household appliance, radio, TV, music stores.....	644	41,580	4,999	2,038	1,449	605	47,798	5,858
58	Eating, drinking places.....	5,003	206,449	36,254	20,051	16,634	4,493	172,813	30,352
5812	Eating places.....	2,464	122,675	25,311	14,127	11,807	2,034	91,041	19,014
5813	Drinking places.....	2,539	83,774	10,943	5,924	4,827	2,447	81,612	11,338
591	Drug stores, proprietary stores.....	823	93,014	11,584	5,646	4,161	823	70,606	8,850
59 ex. 591	Other retail stores ⁶	2,178	172,666	15,915	5,648	5,029	2,121	141,047	13,772
592	Liquor stores.....	251	68,040	3,181	1,165	1,135	219	52,371	2,448
594	Book, stationery stores.....	76	3,960	616	265	213	47	3,973	676
595	Sporting goods, bicycle stores.....	115	7,568	666	272	238	99	4,667	421
597	Jewelry stores.....	314	21,240	3,038	928	838	342	21,374	3,277
5992	Florists.....	286	11,689	1,690	644	527	287	9,249	1,399
5996	Camera, photographic supply stores....	29	5,009	722	215	200	27	2,929	268
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	227	27,302	11,146	4,558	3,850	234	28,104	9,943
783	Motion picture theaters.....	170	12,526	3,151	1,534	1,237	193	16,367	3,718

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF PITTSBURGH, THE ENTIRE CITY, AND PITTSBURGH STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	10.9	10.7	10.6	17.1	18.0
52	Lumber, building materials, hardware, farm equipment dealers.....	-35.0	-9.9	-5.6	9.5	10.9
5251	Hardware stores.....	(D)	-14.3	(D)	4.4	(D)
52 ex. 5251	Other.....	(D)	-7.9	(D)	11.1	(D)
53 part ²	General merchandise group stores ^{2 3}	28.2	17.5	-14.0	25.9	23.3
531	Department stores.....	29.7	21.7	-14.7	34.2	47.0
533	Limited price variety stores.....	11.6	-3.1	-18.0	14.3	14.9
539	Other general merchandise stores.....	-13.9	(D)	(D)	-3.8	-3.6
54	Food stores.....	-2.4	15.0	10.8	21.7	22.3
55 ex. 554	Automotive dealers.....	(D)	1.8	(D)	1.4	(D)
554	Gasoline service stations.....	26.6	12.9	12.7	34.1	34.1
56	Apparel, accessory stores.....	-8.6	-2.5	5.8	9.2	15.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	21.1	24.7	29.1	23.8	24.5
562, 563, 568	Women's clothing, specialty stores.....	-0.9	-0.2	1.1	3.5	5.5
562	Ready-to-wear stores ⁵	-10.4	-7.0	0.5	-1.8	2.5
565	Family clothing stores ⁵	(D)	-58.3	(D)	10.3	(D)
566	Shoe stores.....	-11.7	-0.2	11.3	16.0	24.0
564, 569	Other apparel stores.....	-67.3	-40.8	-8.9	174.4	186.1
57	Furniture, home furnishings, equipment stores.....	-41.9	-0.8	24.9	3.2	12.1
5712	Furniture stores ⁴	-58.2	15.1	71.2	15.4	31.8
5713-15, 19	Other home furnishings stores ⁴	-34.1	-20.0	-12.0	17.2	35.8
572, 573	Household appliance, radio, TV, music stores.....	-6.8	-10.0	-11.5	-13.0	-13.8
58	Eating, drinking places.....	2.6	14.2	18.9	19.5	22.0
5812	Eating places.....	11.9	26.9	37.4	34.7	40.5
5813	Drinking places.....	-36.6	-2.0	2.9	2.6	4.9
591	Drug stores, proprietary stores.....	38.8	17.7	14.1	31.7	31.3
59 ex. 591	Other retail stores ⁶	(D)	14.5	(D)	22.4	(D)
592	Liquor stores.....	2.7	33.4	40.6	29.9	32.1
594	Book, stationery stores.....	-17.1	-14.5	-8.9	-0.3	14.3
595	Sporting goods, bicycle stores.....	59.4	44.9	33.0	62.2	62.7
597	Jewelry stores.....	-0.8	-3.3	-8.7	-0.6	-0.5
5992	Florists.....	-1.0	22.0	34.3	26.4	30.7
5996	Camera, photographic supply stores.....	67.6	51.4	30.0	71.0	74.0
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	-0.4	-2.5	-9.8	-2.9	-6.0
783	Motion picture theaters.....	-48.8	(D)	(D)	-23.5	-14.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PITTSBURGH AND OF PITTSBURGH STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	34.2	34.1	12.8	13.5
52	Lumber, building materials, hardware, farm equipment dealers...	10.6	14.7	1.9	3.1
5251	Hardware stores.....	(D)	28.2	(D)	7.7
52 ex. 5251	Other.....	(D)	9.0	(D)	1.7
53 part ²	General merchandise group stores ^{2 3}	82.5	74.7	54.0	53.0
531	Department stores.....	87.5	82.1	71.4	73.9
533	Limited price variety stores.....	58.0	50.4	18.0	18.5
539	Other general merchandise stores.....	(D)	(D)	1.6	1.8
54	Food stores.....	6.6	7.7	1.9	2.4
55 ex. 554	Automotive dealers.....	(D)	(D)	(D)	(D)
554	Gasoline service stations.....	1.4	1.2	0.3	0.3
56	Apparel, accessory stores.....	54.1	57.8	20.9	25.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	53.8	55.4	22.6	23.1
562, 563, 568	Women's clothing, specialty stores.....	62.9	63.3	29.4	30.8
562	Ready-to-wear stores ⁵	66.3	68.8	30.5	33.4
565	Family clothing stores ⁵	(D)	54.4	(D)	11.5
566	Shoe stores.....	44.0	49.7	17.0	22.3
564, 569	Other apparel stores.....	30.1	54.5	9.6	80.7
57	Furniture, home furnishings, equipment stores.....	22.6	38.5	9.3	16.5
5712	Furniture stores ⁴	15.8	43.4	6.6	18.3
5713-15, 19	Other home furnishings stores ⁴	29.9	36.3	15.0	26.6
572, 573	Household appliance, radio, TV, music stores.....	34.4	33.2	12.5	11.6
58	Eating, drinking places.....	25.8	28.7	11.3	13.2
5812	Eating places.....	36.4	41.2	16.8	20.2
5813	Drinking places.....	8.1	12.6	3.2	5.3
591	Drug stores, proprietary stores.....	17.4	14.8	6.4	6.1
59 ex. 591	Other retail stores ⁶	(D)	39.5	(D)	17.7
592	Liquor stores.....	14.6	19.0	5.8	7.4
594	Book, stationery stores.....	65.6	67.7	38.8	46.6
595	Sporting goods, bicycle stores.....	49.6	45.1	17.1	17.4
597	Jewelry stores.....	69.4	67.6	36.2	36.3
5992	Florists.....	28.2	34.8	10.7	13.6
5996	Camera, photographic supply stores.....	63.0	56.9	45.7	46.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PITTSBURGH, THE ENTIRE CITY, AND PITTSBURGH STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	0.8	1.3	2.5	3.1	5.3	5.7
5251	Hardware stores.....	0.3	0.8	0.7	1.0	1.2	1.3
52 ex. 5251	Other.....	(D)	0.5	1.8	2.1	4.1	4.4
53 part ²	General merchandise group stores ^{2 3}	63.3	54.7	26.5	25.0	14.9	13.9
531	Department stores.....	59.2	50.6	23.1	21.0	10.6	9.2
533	Limited price variety stores.....	3.9	3.9	2.3	2.6	2.7	2.8
539	Other general merchandise stores.....	0.2	0.2	(D)	(D)	1.5	1.9
54	Food stores.....	4.3	4.9	22.5	21.7	29.0	27.9
55 ex. 554	Automotive dealers.....	(D)	(D)	11.7	12.6	14.6	16.8
554	Gasoline service stations.....	0.2	0.1	3.9	3.8	6.2	5.4
56	Apparel, accessory stores.....	10.5	12.8	6.7	7.6	6.4	6.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.5	2.3	1.6	1.4	1.4	1.4
562, 563, 568	Women's clothing, specialty stores....	5.9	6.7	3.2	3.6	2.6	2.9
562	Ready-to-wear stores ⁵	4.9	6.1	2.5	3.0	2.1	2.5
565	Family clothing stores ⁵	(D)	0.7	0.2	0.4	0.7	0.8
566	Shoe Stores.....	1.7	2.1	1.3	1.4	1.3	1.3
564, 569	Other apparel stores.....	0.3	1.0	0.3	0.6	0.4	0.2
57	Furniture, home furnishings, equipment stores.....	3.8	7.3	5.8	6.5	5.3	6.0
5712	Furniture stores ⁴	1.6	4.3	3.5	3.4	3.1	3.2
5713-15, 19	Other home furnishings stores ⁴	0.6	1.1	0.7	1.0	0.5	0.5
572, 573	Household appliance, radio, TV, music stores.....	1.6	1.9	1.6	2.0	1.6	2.2
58	Eating, drinking places.....	7.1	7.6	9.4	9.1	8.0	7.8
5812	Eating places.....	6.3	6.2	5.9	5.1	4.7	4.1
5813	Drinking places.....	0.8	1.4	3.5	4.0	3.2	3.7
591	Drug stores, proprietary stores.....	1.8	1.4	3.5	3.3	3.6	3.2
59 ex. 591	Other retail stores ⁶	(D)	8.4	7.5	7.3	6.7	6.4
592	Liquor stores.....	1.2	1.3	2.8	2.3	2.6	2.4
594	Book, stationery stores.....	0.5	0.6	0.2	0.3	0.2	0.2
595	Sporting goods, bicycle stores.....	0.4	0.3	0.3	0.2	0.3	0.2
597	Jewelry stores.....	2.3	2.6	1.1	1.3	0.8	1.0
5992	Florists.....	0.4	0.4	0.5	0.4	0.5	0.4
5996	Camera, photographic supply stores....	0.7	0.5	0.4	0.3	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE PITTSBURGH STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the stores in the area bounded by Rodman, Sheridan Ave., Station, Frankstown Ave., Penn Ave., Shady Ave., Roverma, South Highland Ave., Alder, Greenbriar Alley, Iron Foot Bridge, Centre Ave., South Beatty, Mignonette, South Euclid Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	8
	Number.....	188	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	51,320	56	Apparel, accessory stores ¹	63
			561, 567	Men's, boys' apparel stores, custom tailors.....	13
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	29
	Number.....	59	562	Ready-to-wear stores ³	13
	Sales.....(\$1,000)...	6,661	565	Family clothing stores ³	2
			566	Shoe stores.....	16
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	3
	Number.....	83	57	Furniture, home furnishings, equipment stores.....	13
	Sales.....(\$1,000)...	33,847	5712	Furniture stores.....	6
			5713-15, 19	Other home furnishings stores.....	2
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	5
	Number.....	46	58	Eating, drinking places.....	37
	Sales.....(\$1,000)...	10,812	5812	Eating places.....	21
			5813	Drinking places.....	16
5251 52 ex. 5251	Retail stores, total ²	188	591	Drug stores, proprietary stores.....	6
	Lumber, building materials, hardware, farm equipment dealers.....	5	59 ex. 591	Other retail stores ⁶	28
	Hardware stores.....	1	592	Liquor stores.....	1
	Other.....	4	594	Book, stationery stores.....	4
53 part ² 531 533 539	General merchandise group stores ^{1 2}	7	595	Sporting goods, bicycle stores.....	1
	Department stores.....	2	597	Jewelry stores.....	6
	Limited price variety stores.....	5	5992	Florists.....	2
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	3
54	Food stores.....	16			

MRC No. 2.—Includes the planned center known as "Miracle Mile Shopping Center" in Monroeville

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	33	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	15,678	56	Apparel, accessory stores ¹	12
			561, 567	Men's, boys' apparel stores, custom tailors.....	3
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	4
	Number.....	7	562	Ready-to-wear stores ³
	Sales.....(\$1,000)...	7,119	565	Family clothing stores ³
			566	Shoe stores.....	4
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	1
	Number.....	18	57	Furniture, home furnishings, equipment stores.....	3
	Sales.....(\$1,000)...	7,174	5712	Furniture stores.....	1
			5713-15, 19	Other home furnishings stores.....	...
5251 52 ex. 5251	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	2
	Number.....	8	58	Eating, drinking places.....	1
	Sales.....(\$1,000)...	1,385	5812	Eating places.....	1
			5813	Drinking places.....	...
52	Retail stores, total ²	33	591	Drug stores, proprietary stores.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	2	59 ex. 591	Other retail stores ⁶	5
	Hardware stores.....	1	592	Liquor stores.....	1
	Other.....	1	594	Book, stationery stores.....	...
53 part ² 531 533 539	General merchandise group stores ^{1 2}	3	595	Sporting goods, bicycle stores.....	1
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	2	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	1
54	Food stores.....	4			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE PITTSBURGH STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Natrona Heights Plaza Shopping Center" at Freeport Rd. and Union St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	22			
	Sales.....(\$1,000)...	7,798	554	Gasoline service stations.....	...
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	7
	Number.....	5	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	2,545	562-3, 568	Women's clothing, specialty stores....	4
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³	2
56, 57	Number.....	12	565	Family clothing stores ³
	Sales.....(\$1,000)...	4,759	566	Shoe stores.....	2
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	...
	Number.....	5	57	Furniture, home furnishings, equipment stores.....	2
	Sales.....(\$1,000)...	494	5712	Furniture stores.....	...
		Number of establishments	5713-15, 19	Other home furnishings stores.....	1
			572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	22	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 4.—Includes the planned center known as "Northern Lights Shopping Center"

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	36			
	Sales.....(\$1,000)...	10,538	554	Gasoline service stations.....	...
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	14
	Number.....	9	561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Sales.....(\$1,000)...	4,888	562-3, 568	Women's clothing, specialty stores....	6
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³	2
56, 57	Number.....	21	565	Family clothing stores ³
	Sales.....(\$1,000)...	5,168	566	Shoe stores.....	4
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	1
	Number.....	6	57	Furniture, home furnishings, equipment stores.....	4
	Sales.....(\$1,000)...	482	5712	Furniture stores.....	1
		Number of establishments	5713-15, 19	Other home furnishings stores.....	1
			572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ²	36	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	...
5251	Hardware stores.....	1	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	5	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE PITTSBURGH STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes the planned center known as "Northern Hills Shopping Center" at 4801 McKnight Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	28	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	14,755	56	Apparel, accessory stores ¹	7
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	8	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	3,932	562	Ready-to-wear stores ³	3
53 part, ² 56, 57	Shopping goods stores: ²		565	Family clothing stores ³
	Number.....	12	566	Shoe stores.....	2
	Sales.....(\$1,000)...	10,113	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	8	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	710	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	28	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	2
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	2
54	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 6.—Includes the stores in the area bounded by North Diamond, Union Ave., Stockton Ave., and Federal St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	80	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	23,306	56	Apparel, accessory stores ¹	12
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	48	562-3, 568	Women's clothing, specialty stores.....	4
	Sales.....(\$1,000)...	5,514	562	Ready-to-wear stores ³	2
53 part, ² 56, 57	Shopping goods stores: ²		565	Family clothing stores ³	1
	Number.....	18	566	Shoe stores.....	4
	Sales.....(\$1,000)...	16,151	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	14	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	1,641	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	80	58	Eating, drinking places.....	18
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	11
5251	Hardware stores.....	...	5813	Drinking places.....	7
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	4
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	11
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	3
54	Food stores.....	26	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE PITTSBURGH STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 7.—Includes the planned center known as "Whitehall Terrace Shopping Center" at the intersection of Brownsville Rd. and Clairton Blvd. (Route 51), extending along Clairton Blvd. from Marylea Ave. to Brownsville Rd. and on Brownsville Rd. from Meadowbrook Blvd. to Clairton Blvd.					
SIC code	Kind of business	Total	SIC code.	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	37	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	17,176	56	Apparel, accessory stores ¹	6
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ² 56, 57	Number.....	11	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	6,822	562	Ready-to-wear stores ³
	Shopping goods stores: ²		565	Family clothing stores ³
	Number.....	12	566	Shoe stores.....	2
52, 55, 599	Sales.....(\$1,000)...	8,098	564, 569	Other apparel stores.....	2
	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	14	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	2,256	5713-15, 19	Other home furnishings stores.....	2
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	37	58	Eating, drinking places.....	4
	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	3
	Hardware stores.....	2	5813	Drinking places.....	1
5251	Other.....	2	591	Drug stores, proprietary stores.....	3
52 ex. 5251			59 ex. 591	Other retail stores ⁶	6
53 part ²	General merchandise group stores ^{1 2}	2	592	Liquor stores.....	1
531	Department stores.....	1	594	Book, stationery stores.....	1
533	Limited price variety stores.....	1	595	Sporting goods, bicycle stores.....	1
539	Other general merchandise stores.....	...	597	Jewelry stores.....	...
54			5992	Florists.....	2
	Food stores.....	4	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture; mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

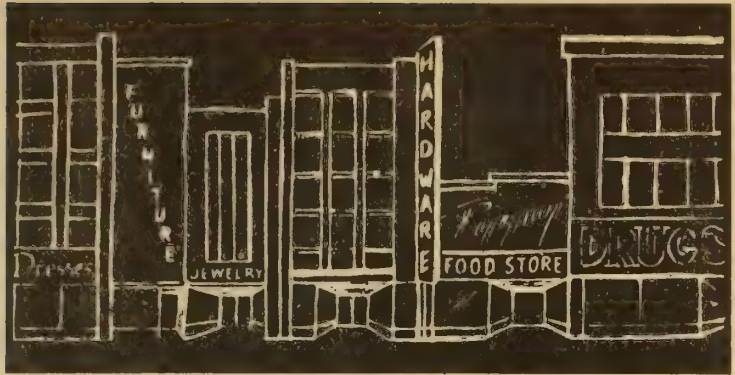
Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Portland, Oreg.-
Wash., Area

1958 Census of Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report,
Portland, Oreg.-Wash., Area—BC58-CBD65
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

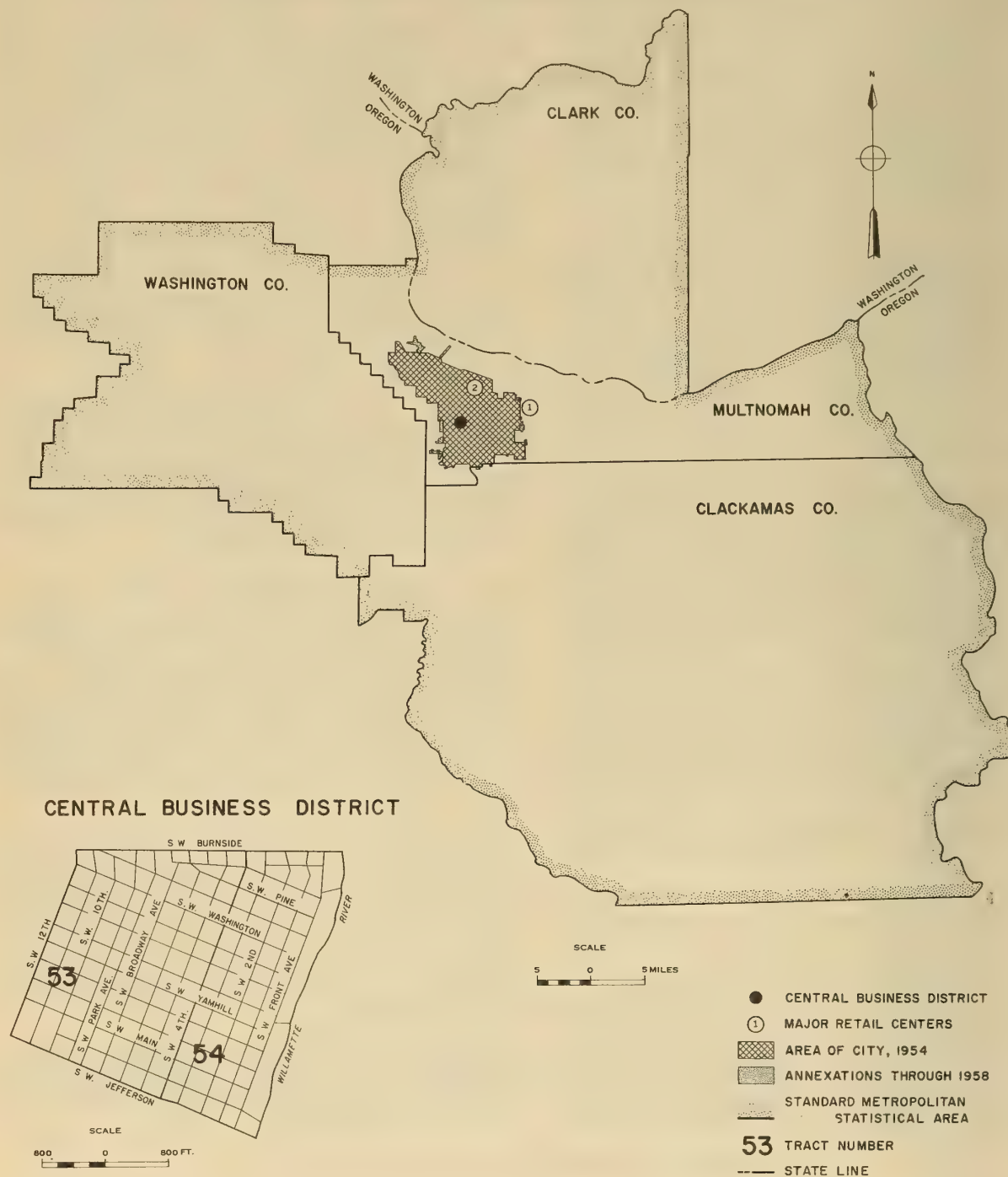
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

PORTLAND, OREG.- WASH.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF PORTLAND

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	688	171,824	30,506	11,195	9,902	873	179,951	31,330
52	Lumber, building materials, hardware, farm equipment dealers.....	16	2,139	312	68	66	24	2,301	331
5251	Hardware stores.....	5	1,344	225	41	40	11	1,328	221
52 ex. 5251	Other.....	11	795	87	27	26	13	973	110
53 part ³	General merchandise group stores ³	13	75,720	13,859	5,666	5,149	15	78,603	13,577
531	Department stores.....	3	68,740	12,612	5,109	4,809	4	68,071	11,933
533	Limited price variety stores.....	3	6,748	1,213	544	328	5	6,387	1,162
539	Other general merchandise stores.....	7	232	34	13	12	6	4,145	482
54	Food stores.....	83	9,035	841	316	242	114	11,533	1,161
55 ex. 554	Automotive dealers.....	5	1,268	219	30	29	4	588	85
554	Gasoline service stations.....	23	1,390	135	63	52	25	1,609	230
56	Apparel, accessory stores.....	117	32,238	5,318	1,660	1,451	166	30,957	5,157
561, 567	Men's, boys' apparel stores, custom tailors ⁴	38	7,962	1,513	383	347	33	7,694	1,319
562, 563, 568	Women's clothing, specialty stores....	49	14,312	2,406	882	781	53	14,521	2,560
562	Ready-to-wear stores ⁵	32	13,258	2,221	821	723	28	12,494	2,230
565	Family clothing stores ⁵	2	(D)	(D)	(D)	(D)	3	(D)	(D)
566	Shoe stores.....	24	5,362	878	212	173	43	6,714	1,004
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	25	1,310	227
57	Furniture, home furnishings, equipment stores.....	48	10,360	1,936	462	439	57	12,463	2,156
5712	Furniture stores ⁴	9	4,906	917	190	188	15	6,271	1,050
5713-15, 19	Other home furnishings stores ⁴	13	1,978	467	103	92	16	2,853	541
572, 573	Household appliance, radio, TV, music stores.....	26	3,476	552	169	159	19	3,339	565
58	Eating, drinking places.....	175	15,484	4,392	1,931	1,570	211	16,620	5,020
5812	Eating places.....	118	11,652	3,691	1,645	1,329	154	13,311	4,219
5813	Drinking places.....	57	3,832	701	286	241	56	3,309	801
591	Drug stores, proprietary stores.....	28	5,414	836	323	266	29	5,078	782
59 ex. 591	Other retail stores ⁶	180	18,776	2,658	676	638	228	20,199	2,831
592	Liquor stores.....	8	3,086	103	27	24	4	3,837	117
594	Book, stationery stores.....	11	1,024	243	62	54	19	1,598	292
595	Sporting goods, bicycle stores.....	8	1,366	112	29	26	13	704	90
597	Jewelry stores.....	37	5,522	982	222	211	48	6,630	1,189
5992	Florists.....	11	1,053	233	72	70	15	838	201
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	4	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	61	9,829	3,517	1,437	1,299	82	9,081	3,255
783	Motion picture theaters.....	10	1,647	488	167	137	13	2,625	669

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$4,306,000, of which \$2,455,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex.591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF PORTLAND

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	4,480	681,090	85,801	28,304	24,568	4,973	629,914	78,894
52	Lumber, building materials, hardware, farm equipment dealers.....	229	28,810	3,848	921	861	253	29,524	4,086
5251	Hardware stores.....	74	5,692	643	166	151	95	4,607	535
52 ex. 5251	Other.....	155	23,118	3,205	755	710	158	24,917	3,551
53 part ³	General merchandise group stores ³	116	115,852	19,538	7,500	6,706	148	107,525	17,929
531	Department stores.....	7	(D)	(D)	(D)	(D)	8	(D)	(D)
533	Limited price variety stores.....	55	10,977	1,811	812	538	90	10,142	1,649
539	Other general merchandise stores.....	35	(D)	(D)	(D)	(D)	50	(D)	(D)
54	Food stores.....	812	165,823	13,224	3,727	2,986	1,037	149,639	10,680
55 ex. 554	Automotive dealers.....	269	112,962	11,500	2,510	2,451	271	108,140	10,816
554	Gasoline service stations.....	588	43,026	3,810	1,406	1,139	603	34,037	3,285
56	Apparel, accessory stores.....	243	41,789	6,360	2,049	1,762	304	37,494	5,872
561, 567	Men's, boys' apparel stores, custom tailors.....	54	8,410	1,521	398	358	46	(D)	(D)
562, 563, 568	Women's clothing, specialty stores.....	93	17,070	2,689	1,020	905	100	16,382	2,751
562	Ready-to-wear stores ⁵	53	15,262	2,446	942	831	52	13,973	2,409
565	Family clothing stores ⁵	19	7,676	929	298	235	17	(D)	(D)
566	Shoe stores.....	49	(D)	(D)	(D)	(D)	78	8,008	1,118
564, 569	Other apparel stores.....	14	(D)	(D)	(D)	(D)	41	1,731	292
57	Furniture, home furnishings, equipment stores.....	298	36,262	5,227	1,342	1,237	295	32,587	4,582
5712	Furniture stores ⁴	84	(D)	(D)	(D)	(D)	63	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	62	(D)	(D)	(D)	(D)	46	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	152	16,519	2,149	621	560	132	12,122	1,748
58	Eating, drinking places.....	1,148	56,697	13,235	6,043	5,043	1,171	52,935	12,676
5812	Eating places.....	728	39,944	10,741	4,907	4,106	708	38,210	10,281
5813	Drinking places.....	420	16,753	2,494	1,136	937	463	14,725	2,395
591	Drug stores, proprietary stores.....	150	17,765	2,489	1,000	773	169	14,460	1,917
59 ex. 591	Other retail stores ⁶	627	62,104	6,570	1,806	1,610	722	63,573	7,051
592	Liquor stores.....	46	17,526	637	175	152	27	(D)	569
594	Book, stationery stores.....	23	(D)	542	143	118	33	(D)	(D)
595	Sporting goods, bicycle stores.....	56	3,084	310	109	91	56	(D)	(D)
597	Jewelry stores.....	68	6,125	1,007	228	214	89	7,457	1,259
5992	Florists.....	67	4,011	720	216	187	55	(D)	431
5996	Camera, photographic supply stores....	10	832	94	19	17	10	792	90
SELECTED SERVICES									
7011, 7012	Hotels.....	129	11,774	(D)	(D)	(D)	165	11,069	(D)
783	Motion picture theaters.....	41	3,586	924	410	305	45	4,316	1,022

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
PORTLAND STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	7,267	993,116	115,746	37,837	32,492	7,601	870,984	101,634
52	Lumber, building materials, hardware, farm equipment dealers.....	488	54,650	6,646	1,609	1,469	483	54,778	6,689
5251	Hardware stores.....	151	11,121	1,158	334	293	170	10,075	1,104
52 ex. 5251	Other.....	337	43,529	5,488	1,275	1,176	311	44,663	5,585
53 part ³	General merchandise group stores ³	241	131,015	21,149	8,133	7,181	280	120,802	19,336
531	Department stores.....	8	102,832	17,589	6,619	6,098	9	91,325	15,702
533	Limited price variety stores.....	106	15,040	2,361	1,073	729	154	13,902	2,087
539	Other general merchandise stores.....	83	(D)	(D)	(D)	(D)	117	15,575	1,547
54	Food stores.....	1,315	265,094	19,968	5,623	4,486	1,567	221,486	15,342
55 ex. 554	Automotive dealers.....	444	175,389	17,105	3,781	3,681	405	154,965	15,635
554	Gasoline service stations.....	1,028	68,051	5,508	2,083	1,642	1,015	53,564	4,815
56	Apparel, accessory stores.....	369	50,548	7,372	2,436	2,077	408	43,735	6,582
561, 567	Men's, boys' apparel stores, custom tailors ⁴	73	9,689	1,642	435	389	64	9,819	1,552
562, 563, 568	Women's clothing, specialty stores....	129	19,607	3,047	1,165	1,031	138	18,468	3,019
562	Ready-to-wear stores ⁵	84	17,615	2,780	1,078	948	80	15,627	2,659
565	Family clothing stores ⁵	33	9,923	1,176	409	325	24	3,578	415
566	Shoe stores.....	82	9,402	(D)	(D)	(D)	100	9,157	1,253
564, 569	Other apparel stores.....	30	(D)	(D)	(D)	(D)	54	2,159	343
57	Furniture, home furnishings, equipment stores.....	442	47,698	6,754	1,731	1,587	445	43,628	5,935
5712	Furniture stores ⁴	132	19,307	2,679	610	571	89	19,319	2,521
5713-15, 19	Other home furnishings stores ⁴	82	6,777	1,280	334	309	61	5,781	1,097
572, 573	Household appliance, radio, TV, music stores.....	228	21,614	2,795	787	707	229	17,260	2,317
58	Eating, drinking places.....	1,677	78,227	18,325	8,263	6,823	1,687	67,873	15,394
5812	Eating places.....	1,069	54,925	14,969	6,752	5,589	1,019	48,033	12,401
5813	Drinking places.....	608	23,302	3,356	1,511	1,234	668	19,840	2,993
591	Drug stores, proprietary stores.....	231	28,840	4,076	1,556	1,236	241	22,682	3,024
59 ex. 591	Other retail stores ⁶	1,032	93,604	8,843	2,622	2,310	1,070	87,471	8,882
592	Liquor stores.....	88	24,802	946	278	238	41	19,052	671
594	Book, stationery stores.....	31	2,852	565	163	128	37	2,940	570
595	Sporting goods, bicycle stores.....	92	4,479	424	138	120	82	4,090	397
597	Jewelry stores.....	95	7,279	1,152	271	249	114	8,296	1,385
5992	Florists.....	105	5,041	831	279	229	90	2,871	497
5996	Camera, photographic supply stores....	16	1,188	138	39	33	17	1,036	106
SELECTED SERVICES									
7011, 7012	Hotels.....	150	12,725	4,510	1,876	1,680	180	11,610	4,077
783	Motion picture theaters.....	73	5,113	1,284	582	451	86	6,285	1,469

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF PORTLAND, THE ENTIRE CITY, AND PORTLAND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-4.5	8.1	13.2	14.0	18.8
52	Lumber, building materials, hardware, farm equipment dealers.....	-7.0	-2.4	-2.0	-0.2	0.1
5251	Hardware stores.....	1.2	23.6	32.6	10.4	11.8
52 ex. 5251	Other.....	-18.3	-7.2	-6.8	-2.5	-2.2
53 part ³	General merchandise group stores ³	-3.7	7.7	38.8	8.5	31.0
531	Department stores.....	1.0	(D)	(D)	12.6	46.6
533	Limited price variety stores.....	5.7	8.2	12.6	8.2	10.3
539	Other general merchandise stores.....	-94.4	(D)	(D)	(D)	(D)
54	Food stores.....	-21.7	10.8	13.5	19.7	22.0
55 ex. 554	Automotive dealers.....	115.6	4.5	3.9	13.2	12.8
554	Gasoline service stations.....	-13.6	26.4	28.4	27.0	28.3
56	Apparel, accessory stores.....	4.1	11.5	46.1	15.6	43.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.5	(D)	(D)	-1.3	-18.7
562, 563, 568	Women's clothing, specialty stores.....	-1.4	4.2	48.2	6.2	34.2
562	Ready-to-wear stores ⁵	6.1	9.2	35.5	12.7	39.1
565	Family clothing stores ⁵	(D)	(D)	(D)	177.3	(D)
566	Shoe stores.....	-20.1	(D)	(D)	2.7	65.4
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-16.9	11.3	28.7	9.3	19.8
5712	Furniture stores ⁴	-21.8	(D)	(D)	-0.1	10.4
5713-15, 19	Other home furnishings stores ⁴	-30.7	(D)	(D)	17.2	63.9
572, 573	Household appliance, radio, TV, music stores.....	4.1	36.3	48.5	25.2	30.3
58	Eating, drinking places.....	-6.8	7.1	13.5	15.3	22.4
5812	Eating places.....	-12.5	4.5	13.6	14.3	24.6
5813	Drinking places.....	15.8	13.8	13.2	17.4	17.8
591	Drug stores, proprietary stores.....	6.6	22.9	31.6	27.1	33.1
59 ex. 591	Other retail stores ⁶	-7.0	-2.3	-0.1	7.0	11.2
592	Liquor stores.....	-19.6	(D)	(D)	30.2	42.7
594	Book, stationery stores.....	-16.7	-17.9	-27.1	-12.3	5.5
595	Sporting goods, bicycle stores.....	-35.9	(D)	(D)	-3.0	36.2
597	Jewelry stores.....	94.0	(D)	(D)	9.5	-8.1
5992	Florists.....	25.7	(D)	(D)	75.6	96.2
5996	Camera, photographic supply stores.....	(D)	5.1	(D)	14.7	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	8.2	6.4	-2.2	9.6	14.5
783	Motion picture theaters.....	-37.3	-16.9	14.7	-18.7	-4.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
PORTLAND, AND OF PORTLAND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	25.2	28.6	17.3	20.7
52	Lumber, building materials, hardware, farm equipment dealers...	7.4	7.8	3.9	4.8
5251	Hardware stores.....	23.6	28.8	12.1	13.2
52 ex. 5251	Other.....	3.4	3.9	1.8	2.2
53 part ³	General merchandise group stores ³	65.4	73.1	57.8	65.1
531	Department stores.....	(D)	(D)	66.8	74.5
533	Limited price variety stores.....	61.5	63.0	44.9	45.9
539	Other general merchandise stores.....	(D)	(D)	(D)	26.6
54	Food stores.....	5.4	7.7	3.4	5.2
55 ex. 554	Automotive dealers.....	1.1	0.5	0.7	(D)
554	Gasoline service stations.....	3.2	4.7	2.0	3.0
56	Apparel, accessory stores.....	77.1	82.6	63.8	70.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	94.7	(D)	82.2	78.4
562, 563, 568	Women's clothing, specialty stores.....	83.8	88.6	73.0	78.6
562	Ready-to-wear stores ⁵	86.9	89.4	75.3	80.0
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	(D)	83.8	57.0	73.3
564, 569	Other apparel stores.....	(D)	75.7	(D)	60.7
57	Furniture, home furnishings, equipment stores.....	28.6	38.2	21.7	28.6
5712	Furniture stores ⁴	(D)	(D)	25.4	32.5
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	29.2	47.6
572, 573	Household appliance, radio, TV, music stores.....	21.0	27.5	16.1	19.3
58	Eating, drinking places.....	27.3	31.4	19.8	24.5
5812	Eating places.....	29.2	34.8	21.2	27.7
5813	Drinking places.....	22.9	22.5	16.4	16.7
591	Drug stores, proprietary stores.....	30.5	35.1	18.8	22.3
59 ex. 591	Other retail stores ⁶	30.2	31.8	20.1	23.1
592	Liquor stores.....	17.6	(D)	12.4	20.1
594	Book, stationery stores.....	90.2	88.9	75.9	80.8
595	Sporting goods, bicycle stores.....	(D)	(D)	35.9	54.4
597	Jewelry stores.....	44.3	(D)	30.5	17.2
5992	Florists.....	26.3	(D)	20.9	29.2
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PORTLAND, THE ENTIRE CITY, AND PORTLAND STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.2	1.3	4.2	4.7	5.5	6.3
5251	Hardware stores.....	0.8	0.7	0.8	0.7	1.1	1.2
52 ex. 5251	Other.....	0.4	0.6	3.4	4.0	4.4	5.1
53 part ³	General merchandise group stores ³	44.1	43.7	17.0	17.1	13.2	13.9
531	Department stores.....	40.0	37.8	(D)	(D)	10.4	10.5
533	Limited price variety stores.....	3.9	3.6	1.6	1.6	1.5	1.6
539	Other general merchandise stores.....	0.1	2.3	(D)	(D)	(D)	1.8
54	Food stores.....	5.3	6.4	24.4	23.8	26.7	25.4
55 ex. 554	Automotive dealers.....	0.7	0.3	16.6	17.2	17.7	17.8
554	Gasoline service stations.....	0.8	0.9	6.3	5.4	6.9	6.1
56	Apparel, accessory stores.....	18.8	17.2	6.1	6.0	5.1	5.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.6	4.3	1.2	(D)	1.0	1.1
562, 563, 568	Women's clothing, specialty stores....	8.3	8.1	2.5	2.6	2.0	2.1
562	Ready-to-wear stores ⁵	7.7	6.9	2.2	2.2	1.8	1.8
565	Family clothing stores ⁵	(D)	(D)	1.1	(D)	1.0	0.4
566	Shoe stores.....	3.1	3.7	(D)	1.3	0.9	1.0
564, 569	Other apparel stores.....	(D)	0.7	(D)	0.3	(D)	0.2
57	Furniture, home furnishings, equipment stores.....	6.0	6.9	5.3	5.1	4.8	5.0
5712	Furniture stores ⁴	2.9	3.5	(D)	(D)	1.9	2.2
5713-15, 19	Other home furnishings stores ⁴	1.2	1.6	(D)	(D)	0.7	0.7
572, 573	Household appliance, radio, TV, music stores.....	2.0	1.9	2.4	1.9	2.2	2.0
58	Eating, drinking places.....	9.0	9.2	8.4	8.4	7.8	7.8
5812	Eating places.....	6.8	7.4	5.9	6.1	5.5	5.5
5813	Drinking places.....	2.2	1.8	2.5	2.3	2.3	2.2
591	Drug stores, proprietary stores.....	3.2	2.8	2.6	2.3	2.9	2.6
59 ex. 591	Other retail stores ⁶	10.9	11.2	9.1	10.0	9.4	10.1
592	Liquor stores.....	1.8	2.1	2.6	(D)	2.5	2.2
594	Book, stationery stores.....	3.2	3.7	0.9	1.2	0.7	1.0
595	Sporting goods, bicycle stores.....	0.6	0.9	(D)	(D)	0.3	0.3
597	Jewelry stores.....	0.8	0.4	0.5	(D)	0.5	0.5
5992	Florists.....	0.6	0.5	0.6	(D)	0.5	0.3
5996	Camera, photographic supply stores....	(D)	(D)	0.1	0.1	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE PORTLAND STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Gateway Shopping Center" and other stores in the area bounded by NE. Halsey, NE. 102nd Ave., NE. Weidler St., NE. 108th Ave., NE. Wasco St., NE. 102nd St., NE. Multnomah St., and NE. 99th Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	57	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	15,489	56	Apparel, accessory stores ²	9
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
53 part, ³ 56, 57	Number.....	14	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	7,194	562	Ready-to-wear stores ³	2
	Shopping goods stores: ³		565	Family clothing stores ³	2
52, 55, 59 ex. 591	Number.....	19	566	Shoe stores.....	3
	Sales.....(\$1,000)...	5,674	564, 569	Other apparel stores.....	2
	All other stores:		57	Furniture, home furnishings, equipment stores.....	6
	Number.....	24	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	2,621	5713-15, 19	Other home furnishings stores.....	1
	Number of establishments		572, 5732	Household appliance, radio, TV, music stores.....	5
52	Retail stores, total ³	57	58	Eating, drinking places.....	5
	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	2
	Hardware stores.....	2	5813	Drinking places.....	3
	Other.....	1	591	Drug stores, proprietary stores.....	2
5251	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	13
53 part ³	Department stores.....	1	592	Liquor stores.....	1
531	Limited price variety stores.....	2	594	Book, stationery stores.....	...
533	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
539	Food stores.....	7	597	Jewelry stores.....	2
			5992	Florists.....	2
54			5996	Camera, photographic supply stores.....	1

MRC No. 2.—Includes stores in the area on NE. Union Ave. from NE. Sumner St. to NE. Jessup St., and on NE. Killingsworth Ave. from NE. Mallory Ave. to NE. Sixth Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	24	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	9,759	56	Apparel, accessory stores ²	3
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Number.....	3	562-3, 568	Women's clothing, specialty stores....	...
	Sales.....(\$1,000)...	5,897	562	Ready-to-wear stores ³
	Shopping goods stores: ³		565	Family clothing stores ³
52, 55, 59 ex. 591	Number.....	10	566	Shoe stores.....	1
	Sales.....(\$1,000)...	2,394	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	11	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	1,468	5713-15, 19	Other home furnishings stores.....	...
	Number of establishments		572, 5732	Household appliance, radio, TV, music stores.....	2
52	Retail stores, total ³	24	58	Eating, drinking places.....	...
	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	...
	Hardware stores.....	2	5813	Drinking places.....	...
	Other.....	1	591	Drug stores, proprietary stores.....	...
5251	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	3
52 ex. 5251	Department stores.....	1	592	Liquor stores.....	...
	Limited price variety stores.....	2	594	Book, stationery stores.....	...
53 part ³	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
531	Food stores.....	3	597	Jewelry stores.....	2
533			5992	Florists.....	1
539			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

“Full workweek” employees.—“Full workweek” employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the “food group” classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as “food stores” some of their receipts may be derived from the sale of nonfood products.

As noted in the section on “Method of Enumeration,” the 1958 Census findings are based on reports from two different sources. “Employer” establishments were canvassed by mail and were required to complete report forms especially designed for this census. “Nonemployer” establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily “self-designation.” In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See “Comparisons of the 1954 and 1958 Censuses,” above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity “composition” of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the “nonemployer” establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).--Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).--Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).--Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).--Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).--Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).--Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).--Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

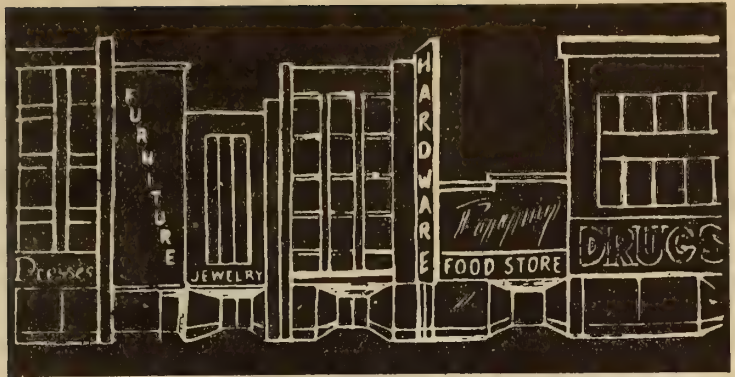
Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

APR 12



CENTRAL BUSINESS DISTRICT STATISTICS

Providence, R.I.-
Mass., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

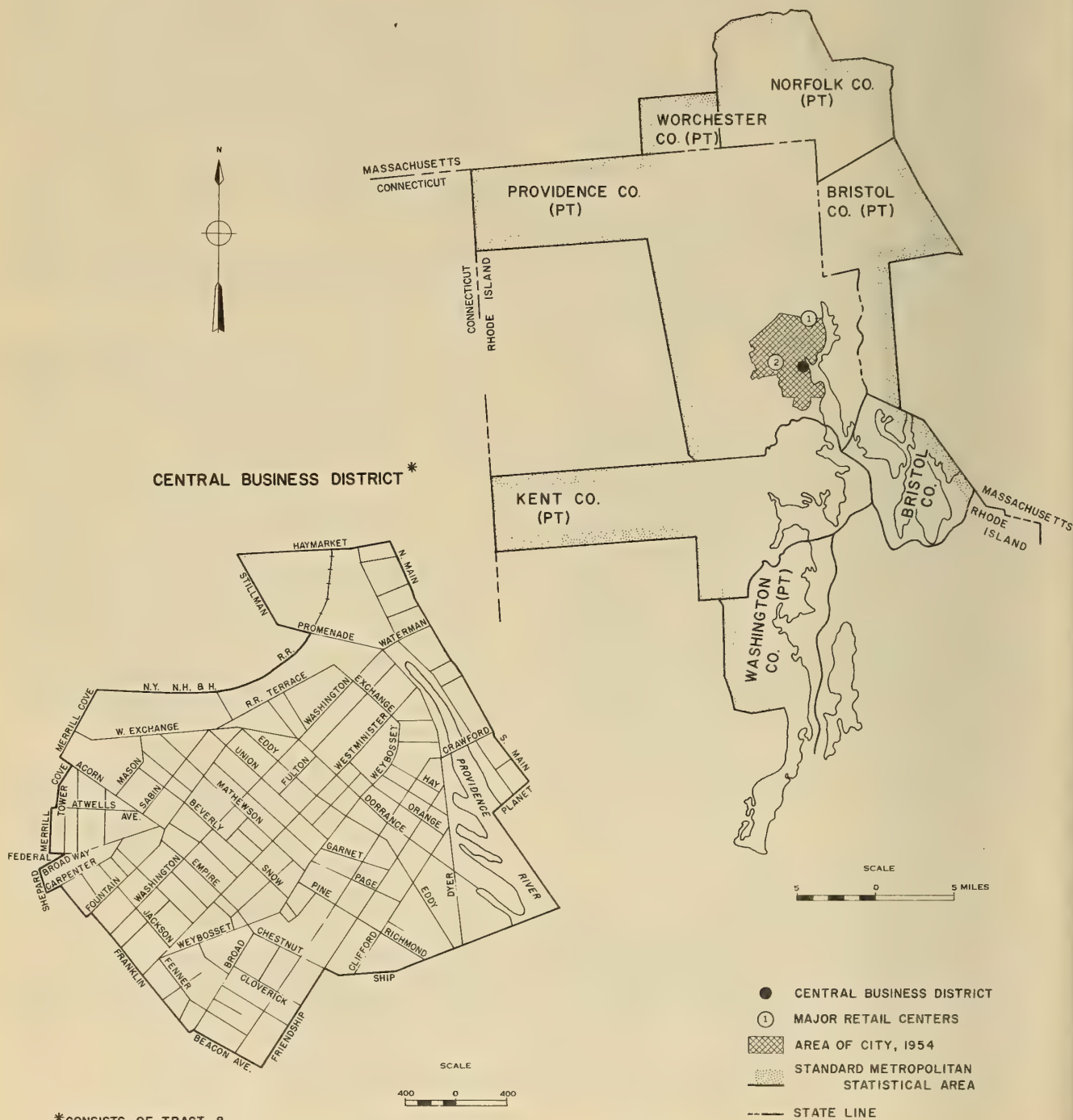
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

PROVIDENCE, R.I.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF PROVIDENCE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	505	109,678	18,253	7,324	5,635	590	113,139	21,191
52	Lumber, building materials, hardware, farm equipment dealers.....	14	(D)	(D)	(D)	(D)	15	7,474	1,415
5251	Hardware stores.....	3	(D)	(D)	(D)	(D)	1	(D)	(D)
52 ex. 5251	Other.....	11	662	155	43	38	14	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	24	37,876	6,548	2,925	2,171	19	44,285	9,182
531	Department stores.....	2	(D)	(D)	(D)	(D)	5	(D)	(D)
533	Limited price variety stores.....	5	3,804	640	296	205	6	4,802	867
539	Other general merchandise stores.....	17	(D)	(D)	(D)	(D)	8	(D)	(D)
54	Food stores.....	20	5,135	577	216	162	20	3,834	622
55 ex. 554	Automotive dealers.....	7	1,738	276	71	69	7	1,982	234
554	Gasoline service stations.....	5	385	33	14	9	9	537	70
56	Apparel, accessory stores.....	117	29,504	4,834	1,833	1,394	168	26,646	4,413
561, 567	Men's, boys' apparel stores, custom tailors ⁴	25	3,930	652	190	159	27	3,131	453
562, 563, 568	Women's clothing, specialty stores....	51	18,974	3,199	1,309	975	63	12,395	2,222
562	Ready-to-wear stores ⁵	31	17,501	2,918	1,214	891	36	11,451	2,099
565	Family clothing stores ⁵	5	(D)	(D)	(D)	(D)	8	3,722	594
566	Shoe stores.....	31	3,037	421	123	89	36	5,284	783
564, 569	Other apparel stores.....	3	(D)	(D)	(D)	(D)	28	2,076	361
57	Furniture, home furnishings, equipment stores.....	50	7,117	1,148	309	245	44	6,338	1,203
5712	Furniture stores ⁴	7	1,336	240	70	50	12	2,505	437
5713-15, 19	Other home furnishings stores ⁴	17	1,557	272	71	67	12	1,810	432
572, 573	Household appliance, radio, TV, music stores.....	26	4,224	636	168	128	18	2,003	334
58	Eating, drinking places.....	136	7,393	1,708	937	685	144	9,235	2,073
5812	Eating places.....	92	5,793	1,426	823	587	95	7,549	1,761
5813	Drinking places.....	44	1,600	282	114	98	49	1,686	312
591	Drug stores, proprietary stores.....	11	1,319	197	74	56	13	2,505	368
59 ex. 591	Other retail stores ⁶	121	(D)	(D)	(D)	(D)	151	10,303	1,611
592	Liquor stores.....	8	655	58	14	13	10	640	24
594	Book, stationery stores.....	17	1,913	386	124	109	14	1,275	249
595	Sporting goods, bicycle stores.....	3	221	31	7	7	3	474	47
597	Jewelry stores.....	24	3,373	400	120	112	25	3,943	753
5992	Florists.....	4	116	11	5	5	2	(D)	(D)
5996	Camera, photographic supply stores....	4	1,425	224	51	49	6	1,009	178
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	11	4,626	1,820	812	626	12	4,410	1,601
783	Motion picture theaters.....	5	1,413	368	155	115	3	1,232	204

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$2,049,000 of which \$1,406,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

PROVIDENCE, R.I.-MASS., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF PROVIDENCE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,996	340,862	41,340	15,609	12,500	3,398	339,921	42,665
52	Lumber, building materials, hardware, farm equipment dealers.....	104	18,079	2,755	812	739	110	19,354	3,001
5251	Hardware stores.....	34	7,876	(D)	(D)	(D)	47	8,278	1,353
52 ex. 5251	Other.....	70	10,203	(D)	(D)	(D)	63	11,076	1,648
53 part ²	General merchandise group stores ^{2 3}	118	52,955	8,315	3,645	2,750	124	52,909	10,356
531	Department stores.....	5	40,437	6,820	2,923	2,220	6	44,128	9,015
533	Limited price variety stores.....	24	5,331	882	420	276	27	6,229	(D)
539	Other general merchandise stores.....	69	(D)	613	302	254	91	2,552	(D)
54	Food stores.....	672	66,434	4,783	1,809	1,273	862	63,087	4,723
55 ex. 554	Automotive dealers.....	104	52,185	5,088	1,236	1,204	123	54,890	4,819
554	Gasoline service stations.....	241	14,471	953	417	319	235	14,134	854
56	Apparel, accessory stores.....	238	39,782	6,190	2,301	1,797	318	36,843	5,539
561, 567	Men's, boys' apparel stores, custom tailors.....	65	7,474	1,182	329	281	42	5,133	691
562, 563, 568	Women's clothing, specialty stores....	87	22,422	3,647	1,501	1,145	103	15,925	2,686
562	Ready-to-wear stores ⁵	50	20,165	3,262	1,363	1,021	59	14,487	2,524
565	Family clothing stores ⁵	12	4,477	685	246	198	18	5,614	765
566	Shoe stores.....	52	4,424	568	173	131	71	6,755	927
564, 569	Other apparel stores.....	18	945	108	52	42	54	2,926	470
57	Furniture, home furnishings, equipment stores.....	201	18,350	2,672	840	746	220	17,175	2,653
5712	Furniture stores ⁴	61	6,310	912	267	235	52	7,317	1,181
5713-15, 19	Other home furnishings stores ⁴	63	4,135	687	192	182	45	3,961	776
572, 573	Household appliance, radio, TV, music stores.....	77	7,905	1,073	381	329	69	5,005	696
58	Eating, drinking places.....	606	24,706	5,089	2,743	2,149	653	25,862	5,208
5812	Eating places.....	376	18,787	4,258	2,340	1,809	384	19,325	4,290
5813	Drinking places.....	230	5,919	831	403	340	269	6,537	918
591	Drug stores, proprietary stores.....	130	10,391	1,211	519	349	132	10,727	1,247
59 ex. 591	Other retail stores ⁶	582	43,509	4,284	1,287	1,174	621	44,940	4,265
592	Liquor stores.....	142	11,428	447	151	119	121	8,130	308
594	Book, stationery stores.....	32	2,333	435	150	129	33	1,680	285
595	Sporting goods, bicycle stores.....	16	650	77	22	20	11	867	75
597	Jewelry stores.....	45	3,904	440	135	126	43	4,794	799
5992	Florists.....	(NA)	(NA)	(NA)	(NA)	(NA)	29	1,169	175
5996	Camera, photographic supply stores....	(NA)	(NA)	(NA)	(NA)	(NA)	7	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	18	5,094	1,965	869	676	19	5,167	1,830
783	Motion picture theaters.....	13	(D)	555	270	162	12	2,925	501

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
PROVIDENCE STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	8,783	876,369	93,370	36,295	28,484	8,917	770,197	83,998
52	Lumber, building materials, hardware, farm equipment dealers.....	410	48,320	6,224	1,846	1,693	369	45,572	5,814
5251	Hardware stores.....	128	14,702	1,923	680	586	157	16,421	2,415
52 ex. 5251	Other.....	282	33,618	4,301	1,166	1,107	208	(D)	3,399
53 part ²	General merchandise group stores ^{2 3}	352	96,205	13,299	5,982	4,567	319	73,066	13,573
531	Department stores.....	8	50,469	8,183	3,542	2,681	10	49,766	10,153
533	Limited price variety stores.....	70	13,880	2,345	1,190	796	93	(D)	2,672
539	Other general merchandise stores.....	192	29,975	2,751	1,245	1,085	214	(D)	748
54	Food stores.....	1,981	234,042	15,270	5,841	4,068	2,270	188,702	12,380
55 ex. 554	Automotive dealers.....	362	129,036	12,151	3,024	2,905	368	135,636	11,647
554	Gasoline service stations.....	884	51,207	3,445	1,495	1,155	849	42,351	2,468
56	Apparel, accessory stores.....	557	70,376	10,407	4,053	2,997	691	66,529	9,616
561, 567	Men's, boys' apparel stores, custom tailors ⁴	131	12,877	1,919	551	455	97	10,836	1,448
562, 563, 568	Women's clothing, specialty stores....	204	37,122	5,809	2,477	1,767	236	29,919	4,896
562	Ready-to-wear stores ⁵	100	32,866	5,210	2,231	1,565	130	26,989	4,559
565	Family clothing stores ⁵	39	8,641	1,202	495	394	43	8,324	1,165
566	Shoe stores.....	130	9,342	1,206	396	287	156	11,798	1,480
564, 569	Other apparel stores.....	43	2,268	271	133	94	99	4,684	627
57	Furniture, home furnishings, equipment stores.....	555	41,582	5,829	1,859	1,686	533	35,553	5,162
5712	Furniture stores ⁴	186	18,170	2,690	868	794	139	17,714	2,679
5713-15, 19	Other home furnishings stores ⁴	136	7,175	1,088	305	289	76	5,201	998
572, 573	Household appliance, radio, TV, music stores.....	233	16,237	2,051	686	603	190	10,786	1,485
58	Eating, drinking places.....	1,799	68,035	13,318	7,350	5,566	1,715	61,403	11,718
5812	Eating places.....	1,175	50,508	10,874	6,067	4,595	1,025	43,444	9,106
5813	Drinking places.....	624	17,527	2,444	1,283	971	686	17,913	2,612
591	Drug stores, proprietary stores.....	353	32,894	3,945	1,771	1,153	332	29,363	3,327
59 ex. 591	Other retail stores ⁶	1,530	104,672	9,482	3,075	2,694	1,471	92,022	8,293
592	Liquor stores.....	279	23,399	1,112	415	322	254	16,965	807
594	Book, stationery stores.....	62	3,304	583	215	173	49	(D)	(D)
595	Sporting goods, bicycle stores.....	61	1,826	126	41	33	53	1,837	(D)
597	Jewelry stores.....	100	7,081	838	267	222	95	7,481	1,206
5992	Florists.....	131	3,294	354	138	121	117	2,602	(D)
5996	Camera, photographic supply stores....	18	2,246	355	90	84	15	1,647	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	39	5,597	2,117	937	733	33	5,605	1,944
783	Motion picture theaters.....	43	(D)	1,120	567	343	45	5,768	1,123

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF PROVIDENCE, THE ENTIRE CITY, AND PROVIDENCE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro- politan statistical area	Standard metro- politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-3.1	0.3	1.9	12.0	14.5
52	Lumber, building materials, hardware, farm equipment dealers.....	(D)	-6.6	(D)	3.9	(D)
5251	Hardware stores.....	(D)	-4.9	(D)	(NA)	(NA)
52 ex. 5251	Other.....	(D)	-7.9	(D)	(NA)	(NA)
53 part ²	General merchandise group stores ^{2 3}	-14.5	0.1	74.8	31.0	101.1
531	Department stores.....	(D)	-8.4	(D)	(NA)	(NA)
533	Limited price variety stores.....	-20.8	-14.4	7.0	(NA)	(NA)
539	Other general merchandise stores.....	(D)	(D)	(D)	(NA)	(NA)
54	Food stores.....	33.9	5.3	3.5	21.7	21.5
55 ex. 554	Automotive dealers.....	-12.3	-4.9	-4.7	-5.8	-5.7
554	Gasoline service stations.....	-28.3	2.4	3.6	18.2	18.8
56	Apparel, accessory stores.....	10.7	8.0	0.8	5.5	2.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	25.5	45.6	77.0	(NA)	(NA)
562, 563, 568	Women's clothing, specialty stores.....	53.1	40.8	-2.3	(NA)	(NA)
562	Ready-to-wear stores ⁵	52.8	39.2	-12.3	(NA)	(NA)
565	Family clothing stores ⁵	(D)	-20.3	(D)	(NA)	(NA)
566	Shoe stores.....	-42.5	-34.5	-5.7	(NA)	(NA)
564, 569	Other apparel stores.....	(D)	-67.7	(D)	(NA)	(NA)
57	Furniture, home furnishings, equipment stores.....	12.3	6.8	3.7	15.9	16.7
5712	Furniture stores ⁴	-46.7	-13.8	3.4	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	-14.0	4.4	19.9	(NA)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	110.9	57.9	22.6	(NA)	(NA)
58	Eating, drinking places.....	-20.0	-4.5	4.1	7.4	12.3
5812	Eating places.....	-23.3	-2.8	10.3	(NA)	(NA)
5813	Drinking places.....	-5.1	-9.5	-11.0	(NA)	(NA)
591	Drug stores, proprietary stores.....	-47.4	-3.1	10.3	10.0	15.3
59 ex. 591	Other retail stores ⁶	(D)	-3.2	(D)	10.8	(D)
592	Liquor stores.....	2.3	40.6	43.8	(NA)	(NA)
594	Book, stationery stores.....	50.0	38.9	3.7	(NA)	(NA)
595	Sporting goods, bicycle stores.....	-53.4	-25.0	9.2	(NA)	(NA)
597	Jewelry stores.....	-14.5	-18.6	-37.6	(NA)	(NA)
5992	Florists.....	(D)	(NA)	(D)	(NA)	(NA)
5996	Camera, photographic supply stores.....	41.2	(D)	(D)	(NA)	(NA)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	4.9	-1.4	-35.5	-0.2	-17.1
783	Motion picture theaters.....	14.7	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PROVIDENCE AND OF PROVIDENCE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	32.2	33.3	12.7	14.7
52	Lumber, building materials, hardware, farm equipment dealers...	(D)	38.6	(D)	16.4
5251	Hardware stores.....	(D)	(D)	(NA)	(NA)
52 ex. 5251	Other.....	6.5	(D)	(NA)	(D)
53 part ²	General merchandise group stores ^{2 3}	71.5	83.7	39.6	60.6
531	Department stores.....	(D)	(D)	(NA)	(D)
533	Limited price variety stores.....	71.4	77.1	(NA)	(D)
539	Other general merchandise stores.....	(D)	(D)	(NA)	(D)
54	Food stores.....	7.7	6.1	2.2	2.0
55 ex. 554	Automotive dealers.....	3.3	3.6	1.4	1.5
554	Gasoline service stations.....	2.7	3.8	0.8	1.3
56	Apparel, accessory stores.....	74.2	72.3	42.0	40.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	52.6	61.0	(NA)	28.9
562, 563, 568	Women's clothing, specialty stores.....	84.6	77.8	(NA)	41.4
562	Ready-to-wear stores ⁵	86.8	79.0	(NA)	42.4
565	Family clothing stores ⁵	(D)	66.3	(NA)	44.7
566	Shoe stores.....	68.6	78.2	(NA)	44.8
564, 569	Other apparel stores.....	(D)	71.0	(NA)	44.3
57	Furniture, home furnishings, equipment stores.....	38.8	36.9	17.3	17.8
5712	Furniture stores ⁴	21.2	34.2	(NA)	14.1
5713-15, 19	Other home furnishings stores ⁴	37.7	45.7	(NA)	34.8
572, 573	Household appliance, radio, TV, music stores.....	53.4	40.0	(NA)	18.6
58	Eating, drinking places.....	29.9	35.7	11.2	15.0
5812	Eating places.....	30.8	39.1	(NA)	17.4
5813	Drinking places.....	27.0	25.8	(NA)	9.4
591	Drug stores, proprietary stores.....	12.7	23.4	4.1	8.5
59 ex. 591	Other retail stores ⁶	(D)	22.9	(D)	11.2
592	Liquor stores.....	5.7	7.9	(NA)	3.8
594	Book, stationery stores.....	82.0	75.9	(NA)	(D)
595	Sporting goods, bicycle stores.....	34.0	54.7	(NA)	25.8
597	Jewelry stores.....	86.4	82.2	(NA)	52.7
5992	Florists.....	(NA)	(D)	(NA)	(D)
5996	Camera, photographic supply stores.....	(NA)	(D)	(NA)	61.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

PROVIDENCE, R.I.-MASS., AREA

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Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PROVIDENCE, THE ENTIRE CITY, AND PROVIDENCE STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	(D)	6.6	5.3	5.7	5.5	5.9
5251	Hardware stores.....	(D)	(D)	2.3	2.4	(NA)	2.1
52 ex. 5251	Other.....	0.6	(D)	3.0	3.3	(NA)	(D)
53 part ²	General merchandise group stores ^{2 3}	34.5	39.1	15.5	15.6	11.1	9.5
531	Department stores.....	(D)	(D)	11.9	13.0	(NA)	6.5
533	Limited price variety stores.....	3.5	4.2	1.6	1.8	(NA)	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	0.8	(NA)	(D)
54	Food stores.....	4.7	3.4	19.5	18.6	26.6	24.5
55 ex. 554	Automotive dealers.....	1.6	1.7	15.3	16.2	14.8	17.6
554	Gasoline service stations.....	0.3	0.5	4.2	4.2	5.8	5.5
56	Apparel, accessory stores.....	26.9	23.6	11.7	10.8	8.1	8.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.6	2.8	2.2	1.5	(NA)	1.4
562, 563, 568	Women's clothing, specialty stores....	17.3	11.0	6.6	4.7	(NA)	3.9
562	Ready-to-wear stores ⁵	16.0	10.1	5.9	4.3	(NA)	3.5
565	Family clothing stores ⁵	(D)	3.3	1.3	1.7	(NA)	1.1
566	Shoe stores.....	2.8	4.7	1.3	2.0	(NA)	1.5
564, 569	Other apparel stores.....	(D)	1.8	0.3	0.9	(NA)	0.6
57	Furniture, home furnishings, equipment stores.....	6.5	5.6	5.4	5.0	4.8	4.6
5712	Furniture stores ⁴	1.2	2.2	1.9	2.2	(NA)	2.3
5713-15, 19	Other home furnishings stores ⁴	1.4	1.6	1.2	1.2	(NA)	0.7
572, 573	Household appliance, radio, TV, music stores.....	3.9	1.8	2.3	1.5	(NA)	1.4
58	Eating, drinking places.....	6.8	8.2	7.2	7.6	7.7	8.0
5812	Eating places.....	5.3	6.7	5.5	5.7	(NA)	5.6
5813	Drinking places.....	1.5	1.5	1.7	1.9	(NA)	2.3
591	Drug stores, proprietary stores.....	1.2	2.2	3.1	3.1	3.8	3.8
59 ex. 591	Other retail stores ⁶	(D)	9.1	12.8	13.2	11.8	11.9
592	Liquor stores.....	0.6	0.6	3.4	2.4	(NA)	2.2
594	Book, stationery stores.....	1.7	1.1	0.7	0.5	(NA)	(D)
595	Sporting goods, bicycle stores.....	0.2	0.4	0.2	0.3	(NA)	0.2
597	Jewelry stores.....	3.1	3.5	1.1	1.4	(NA)	1.0
5992	Florists.....	0.1	(D)	(NA)	0.3	(NA)	0.3
5996	Camera, photographic supply stores....	1.3	0.9	(NA)	(D)	(NA)	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE PROVIDENCE STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes area along North Main from Cemetery St., Stenton Ave. to Providence-Pawtucket city limits, and along Pawtucket Ave., from Pidge St. to Providence-Pawtucket city limits

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	3
	Number.....	29			
	Sales.....(\$1,000)...	12,539	554	Gasoline service stations.....	2
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	3
	Number.....	10	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores.....	...
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵
56, 57	Number.....	11	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	8,421	566	Shoe stores.....	1
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	...
	Number.....	8	57	Furniture, home furnishings, equipment stores.....	7
	Sales.....(\$1,000)...	(D)			
		Number of establishments	5712	Furniture stores.....	5
			5713-15, 19	Other home furnishings stores.....	1
			572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	29	58	Eating, drinking places.....	5
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	4
5251	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	1	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	1
54	Food stores.....	2	5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes area known as Olneyville Square, along Manton-Olneyville Sq., Westminster and Broadway from Aleppo St. to Valley St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	52			
	Sales.....(\$1,000)...	8,665	554	Gasoline service stations.....	...
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	8
	Number.....	20	561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Sales.....(\$1,000)...	5,532	562-3, 568	Women's clothing, specialty stores.....	1
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵
56, 57	Number.....	17	565	Family clothing stores ⁵	3
	Sales.....(\$1,000)...	6,447	566	Shoe stores.....	1
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	...
	Number.....	15	57	Furniture, home furnishings, equipment stores.....	2
	Sales.....(\$1,000)...	1,652			
		Number of establishments	5712	Furniture stores.....	2
			5713-15, 19	Other home furnishings stores.....	...
			572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	55	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	7	5812	Eating places.....	4
5251	Hardware stores.....	4	5813	Drinking places.....	2
52 ex. 5251	Other.....	3	591	Drug stores, proprietary stores.....	3
53 part ²	General merchandise group stores ^{1 2}	6	59 ex. 591	Other retail stores ⁶	8
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	3	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	3	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	11	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).--Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).--Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).-- Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).--Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).--Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).--Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).--Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).--Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).--Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

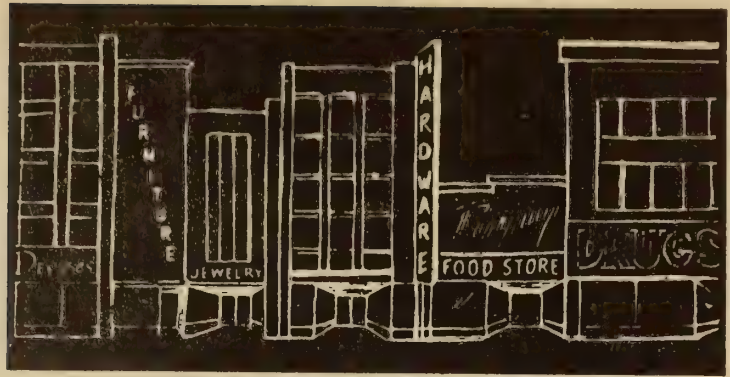
DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE



CENTRAL BUSINESS DISTRICT STATISTICS

Reading, Pa., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Frederick H. Mueller, Secretary

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GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Reading, Pa., Area—BC58-CBD67

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

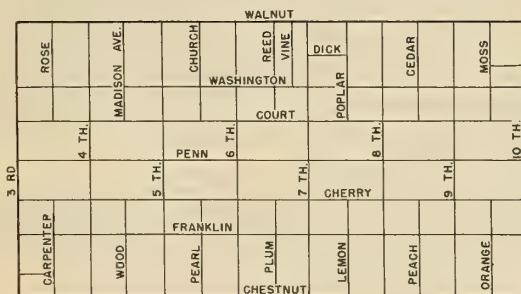
In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

READING, PENNSYLVANIA STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



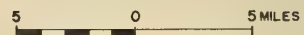
CENTRAL BUSINESS DISTRICT *



*CONSISTS OF TRACT R-1



SCALE



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY 1954 AND 1958
- ▨ STANDARD METROPOLITAN STATISTICAL AREA

DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF READING

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	441	71,345	10,662	4,035	3,114	457	68,948	10,516
52	Lumber, building materials, hardware, farm equipment dealers.....	9	962	138	32	32	9	1,382	245
5251	Hardware stores.....	1	(D)	(D)	(D)	(D)	2	(D)	(D)
52 ex. 5251	Other.....	8	(D)	(D)	(D)	(D)	7	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	23	20,196	3,415	1,365	1,018	23	18,587	3,062
531	Department stores.....	3	(D)	(D)	(D)	(D)	4	13,046	2,207
533	Limited price variety stores.....	6	4,676	775	395	267	7	4,940	780
539	Other general merchandise stores.....	12	(D)	(D)	(D)	(D)	12	601	75
54	Food stores.....	56	13,277	1,167	369	261	70	11,627	1,195
55 ex. 554	Automotive dealers.....	7	2,307	178	46	46	9	4,742	496
554	Gasoline service stations.....	6	254	18	6	5	6	310	67
56	Apparel, accessory stores.....	97	12,977	2,106	794	581	119	13,727	1,991
561, 567	Men's, boys' apparel stores, custom tailors ⁴	24	3,274	557	184	144	22	2,855	366
562, 563, 568	Women's clothing, specialty stores.....	49	6,188	1,019	399	302	53	6,727	1,099
562	Ready-to-wear stores ⁵	23	4,479	756	283	222	19	4,498	780
565	Family clothing stores ⁵	1	(D)	(D)	(D)	(D)	4	(D)	(D)
566	Shoe stores.....	18	2,447	362	135	98	21	2,365	298
564, 569	Other apparel stores.....	3	(D)	(D)	(D)	(D)	11	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	44	7,115	1,247	357	337	49	6,967	1,300
5712	Furniture stores ⁴	17	3,422	670	164	152	15	3,462	739
5713-15, 19	Other home furnishings stores ⁴	9	564	101	32	28	11	921	162
572, 573	Household appliance, radio, TV, music stores.....	18	3,129	476	161	157	17	2,474	399
58	Eating, drinking places.....	100	4,569	978	567	435	83	4,654	1,138
5812	Eating places.....	71	3,210	748	447	336	52	3,423	893
5813	Drinking places.....	29	1,359	230	120	99	31	1,231	245
591	Drug stores, proprietary stores.....	9	1,940	341	122	98	8	1,931	332
59 ex. 591	Other retail stores ⁶	90	7,748	1,074	377	301	81	5,021	690
592	Liquor stores.....	2	(D)	(D)	(D)	(D)	1	(D)	(D)
594	Book, stationery stores.....	5	727	126	35	32	7	(D)	(D)
595	Sporting goods, bicycle stores.....	3	(D)	(D)	(D)	(D)	3	433	83
597	Jewelry stores.....	27	1,245	189	56	53	19	1,330	202
5992	Florists.....	4	364	83	38	19	4	306	72
5996	Camera, photographic supply stores....	3	508	66	26	18	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	6	1,495	609	322	294	5	1,487	616
783	Motion picture theaters.....	4	813	175	93	72	4	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$3,548,000 of which \$2,551,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF READING

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,475	151,680	18,934	7,084	5,529	1,594	150,537	18,666
52	Lumber, building materials, hardware, farm equipment dealers.....	56	7,959	1,508	369	361	39	7,773	1,644
5251	Hardware stores.....	8	(D)	(D)	(D)	(D)	13	825	123
52 ex. 5251	Other.....	48	(D)	(D)	(D)	(D)	26	6,948	1,521
53 part ²	General merchandise group stores ^{2 3}	41	22,639	3,604	1,481	1,071	38	19,269	3,140
531	Department stores.....	3	(D)	(D)	(D)	(D)	4	13,046	2,207
533	Limited price variety stores.....	15	5,842	888	459	305	12	5,040	784
539	Other general merchandise stores.....	14	(D)	(D)	(D)	(D)	22	1,183	149
54	Food stores.....	376	34,579	2,641	1,049	698	482	39,598	3,337
55 ex. 554	Automotive dealers.....	48	23,749	2,464	557	552	46	24,047	2,287
554	Gasoline service stations.....	101	5,968	428	211	142	107	5,780	448
56	Apparel, accessory stores.....	133	15,118	2,298	887	645	176	16,773	2,424
561, 567	Men's, boys' apparel stores, custom tailors.....	31	3,694	599	198	153	29	3,442	440
562, 563, 568	Women's clothing, specialty stores....	61	6,474	1,052	417	318	74	7,518	1,185
562	Ready-to-wear stores ⁵	28	4,645	776	292	229	29	5,166	862
565	Family clothing stores ⁵	3	(D)	(D)	(D)	(D)	7	(D)	(D)
566	Shoe stores.....	27	2,978	411	159	111	32	3,040	(D)
564, 569	Other apparel stores.....	7	583	(D)	(D)	(D)	20	1,010	108
57	Furniture, home furnishings, equipment stores.....	103	10,685	1,713	510	474	105	10,581	1,778
5712	Furniture stores ⁴	27	4,089	741	196	178	22	4,523	894
5713-15, 19	Other home furnishings stores ⁴	20	1,526	266	75	69	24	1,457	284
572, 573	Household appliance, radio, TV, music stores.....	56	5,070	706	239	227	49	4,467	600
58	Eating, drinking places.....	349	12,510	2,151	1,252	959	319	11,270	1,844
5812	Eating places.....	217	7,775	1,491	898	693	182	6,953	1,239
5813	Drinking places.....	132	4,735	660	354	266	135	4,293	605
591	Drug stores, proprietary stores.....	37	3,794	611	214	168	46	3,682	585
59 ex. 591	Other retail stores ⁶	231	14,679	1,516	554	459	236	11,764	1,179
592	Liquor stores.....	8	2,770	143	56	53	10	2,579	114
594	Book, stationery stores.....	13	(D)	(D)	(D)	(D)	8	(D)	(D)
595	Sporting goods, bicycle stores.....	13	1,793	210	75	63	13	756	99
597	Jewelry stores.....	38	1,170	146	50	46	25	1,438	217
5992	Florists.....	12	653	142	62	38	9	522	104
5996	Camera, photographic supply stores....	5	(D)	(D)	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	13	(D)	663	341	310	8	1,563	638
783	Motion picture theaters.....	6	(D)	(D)	(D)	(D)	6	1,295	275

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
READING STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,026	289,048	31,457	11,933	9,248	3,049	260,500	28,247
52	Lumber, building materials, hardware, farm equipment dealers.....	151	18,757	2,695	723	696	125	17,442	2,610
5251	Hardware stores.....	31	2,129	242	79	68	38	2,173	221
52 ex. 5251	Other.....	120	16,628	2,453	644	628	85	15,263	2,389
53 part ²	General merchandise group stores ^{2 3}	100	30,692	4,570	1,831	1,326	105	23,238	3,355
531	Department stores.....	4	20,059	3,285	1,176	890	4	13,046	2,207
533	Limited price variety stores.....	28	6,597	962	508	337	20	5,549	860
539	Other general merchandise stores.....	30	(D)	323	147	99	81	4,643	288
54	Food stores.....	725	72,024	5,048	1,977	1,314	831	67,324	5,096
55 ex. 554	Automotive dealers.....	164	53,033	5,135	1,303	1,271	144	49,768	4,720
554	Gasoline service stations.....	284	16,336	1,013	481	325	281	13,637	923
56	Apparel, accessory stores.....	204	18,162	2,543	1,021	727	230	18,689	2,549
561, 567	Men's, boys' apparel stores, custom tailors ⁴	41	4,295	647	218	164	35	3,713	456
562, 563, 568	Women's clothing, specialty stores....	94	7,489	1,119	456	349	95	7,992	1,215
562	Ready-to-wear stores ⁵	37	5,249	822	320	253	36	5,447	881
565	Family clothing stores ⁵	8	1,804	208	99	67	11	2,017	367
566	Shoe stores.....	35	3,435	453	178	122	38	3,231	386
564, 569	Other apparel stores.....	16	965	116	70	25	31	1,332	125
57	Furniture, home furnishings, equipment stores.....	198	17,021	2,489	740	659	211	16,732	2,510
5712	Furniture stores ⁴	57	6,753	1,045	270	243	32	5,295	1,035
5713-15, 19	Other home furnishings stores ⁴	31	1,969	339	96	90	37	1,721	431
572, 573	Household appliance, radio, TV, music stores.....	110	8,299	1,105	374	326	108	8,190	1,044
58	Eating, drinking places.....	683	23,579	4,039	2,473	1,801	631	20,704	3,364
5812	Eating places.....	414	15,324	2,994	1,864	1,373	354	13,133	2,404
5813	Drinking places.....	269	8,255	1,045	609	428	271	7,481	960
591	Drug stores, proprietary stores.....	70	6,710	935	363	268	73	5,764	781
59 ex. 591	Other retail stores ⁶	447	32,734	2,990	1,021	861	418	27,202	2,339
592	Liquor stores.....	28	5,086	288	101	91	27	4,382	214
594	Book, stationery stores.....	15	928	151	51	47	8	(D)	(D)
595	Sporting goods, bicycle stores.....	28	2,275	238	85	70	29	1,195	(D)
597	Jewelry stores.....	49	1,593	190	70	61	39	1,889	249
5992	Florists.....	39	1,164	190	85	54	26	925	149
5996	Camera, photographic supply stores....	6	575	68	27	19	4	273	36
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	46	3,196	989	432	366	46	2,556	825
783	Motion picture theaters.....	14	1,165	229	138	97	15	1,589	317

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF READING, THE ENTIRE CITY, AND READING STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-2.2	0.8	3.5	11.0	16.0
52	Lumber, building materials, hardware, farm equipment dealers.....	-53.8	2.4	21.6	7.5	15.4
5251	Hardware stores.....	(NA)	(D)	(D)	-2.0	(NA)
52 ex, 5251	Other.....	(NA)	(D)	(D)	8.9	(NA)
53 part ²	General merchandise group stores ^{2 3}	8.7	17.5	258.1	32.1	125.7
531	Department stores.....	(D)	(NA)	(D)	(NA)	53.8
533	Limited price variety stores.....	-5.3	15.9	1,066.0	18.9	215.4
539	Other general merchandise stores.....	(NA)	(NA)	(NA)	(D)	(D)
54	Food stores.....	-0.3	-12.7	-18.9	7.0	8.8
55 ex, 554	Automotive dealers.....	-54.8	-1.2	11.9	6.6	13.0
554	Gasoline service stations.....	-50.2	3.3	8.4	19.8	22.5
56	Apparel, accessory stores.....	-9.6	-9.9	-11.5	-2.8	18.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	14.7	7.3	-28.5	15.7	19.0
562, 563, 568	Women's clothing, specialty stores.....	-8.1	-13.9	-63.2	-6.3	3.2
562	Ready-to-wear stores ⁵	0.9	-10.1	-84.1	-3.6	-25.2
565	Family clothing stores ⁵	(D)	(D)	(D)	-10.6	(D)
566	Shoe stores.....	-18.5	-2.0	172.5	6.3	158.5
564, 569	Other apparel stores.....	(D)	-42.3	(D)	-27.6	(D)
57	Furniture, home furnishings, equipment stores.....	9.1	11.8	17.7	91.4	9.6
5712	Furniture stores ⁴	(NA)	(NA)	(NA)	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	(NA)	(NA)	(NA)	(NA)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	54.3	47.3	37.4	18.3	3.7
58	Eating, drinking places.....	-2.9	11.0	20.8	13.9	18.7
5812	Eating places.....	-6.8	11.8	29.9	16.7	25.0
5813	Drinking places.....	8.0	10.3	11.2	10.3	10.8
591	Drug stores, proprietary stores.....	0.5	3.0	5.9	16.4	24.4
59 ex, 591	Other retail stores ⁶	26.4	14.8	4.1	15.4	12.3
592	Liquor stores.....	(D)	7.4	(D)	16.1	(D)
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	(NA)	(D)	(NA)	(D)
597	Jewelry stores.....	-6.4	-18.6	...	-15.7	-37.7
5992	Florists.....	(NA)	(NA)	(NA)	(NA)	(NA)
5996	Camera, photographic supply stores.....	(NA)	(NA)	(NA)	(NA)	(NA)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	0.5	(NA)	(NA)	25.0	59.1
783	Motion picture theaters.....	(NA)	(NA)	(D)	-26.7	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF READING AND OF READING STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	46.7	48.2	24.5	27.8
52	Lumber, building materials, hardware, farm equipment dealers...	11.5	25.5	4.9	11.4
5251	Hardware stores.....	...	(NA)	...	(NA)
52 ex. 5251	Other.....	(D)	(NA)	5.5	(NA)
53 part ²	General merchandise group stores ^{2 3}	89.2	96.5	65.8	80.0
531	Department stores.....	(D)	(NA)	(D)	(NA)
533	Limited price variety stores.....	80.0	98.0	70.9	89.0
539	Other general merchandise stores.....	(NA)	(NA)	(D)	(NA)
54	Food stores.....	38.4	33.6	18.4	19.8
55 ex. 554	Automotive dealers.....	9.0	19.7	4.0	9.5
554	Gasoline service stations.....	4.3	8.8	1.6	3.7
56	Apparel, accessory stores.....	84.6	84.3	70.4	75.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	88.6	82.9	76.2	76.9
562, 563, 568	Women's clothing, specialty stores.....	95.5	89.5	82.6	84.2
562	Ready-to-wear stores ⁵	97.7	87.1	86.5	82.6
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	76.0	91.4	65.9	86.0
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	66.6	68.2	41.8	41.9
5712	Furniture stores ⁴	(NA)	(NA)	50.7	(NA)
5713-15, 19	Other home furnishings stores ⁴	(NA)	(NA)	28.6	(NA)
572, 573	Household appliance, radio, TV, music stores.....	61.7	58.9	37.7	28.9
58	Eating, drinking places.....	36.1	41.3	19.2	22.5
5812	Eating places.....	41.0	49.2	20.8	26.1
5813	Drinking places.....	28.1	28.7	16.1	16.5
591	Drug stores, proprietary stores.....	51.1	52.4	28.9	33.5
59 ex. 591	Other retail stores ⁶	52.7	47.8	23.6	21.6
592	Liquor stores.....	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	84.1	(D)	78.3	(D)
595	Sporting goods, bicycle stores.....	(D)	(NA)	(D)	(NA)
597	Jewelry stores.....		92.5	78.2	72.7
5992	Florists.....	(NA)	(NA)	31.3	(NA)
5996	Camera, photographic supply stores.....	(NA)	(NA)	88.3	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF READING, THE ENTIRE CITY, AND READING STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.3	2.7	5.2	5.2	6.5	6.7
5251	Hardware stores.....	...	(NA)	(D)	0.5	0.7	0.8
52 ex. 5251	Other.....	1.3	(NA)	(D)	4.7	5.8	5.9
53 part ²	General merchandise group stores ^{2 3}	28.5	25.6	14.9	12.8	10.6	8.9
531	Department stores.....	(D)	(NA)	(NA)	(NA)	6.9	5.0
533	Limited price variety stores.....	6.6	6.8	3.9	3.3	2.3	2.1
539	Other general merchandise stores.....	1.2	(NA)	(NA)	(NA)	(D)	(NA)
54	Food stores.....	18.7	18.4	22.8	26.3	24.9	25.8
55 ex. 554	Automotive dealers.....	3.0	6.5	15.7	16.0	18.3	19.1
554	Gasoline service stations.....	0.4	0.7	3.9	3.8	5.7	5.2
56	Apparel, accessory stores.....	18.0	19.5	10.0	11.1	6.3	7.2
561, 567	Men's, boys' apparel stores, custom tailors.....	4.6	3.9	2.4	2.3	1.5	1.4
562, 563, 568	Women's clothing, specialty stores....	8.7	9.3	4.3	5.0	2.6	3.1
562	Ready-to-wear stores ³	6.4	6.2	3.1	3.4	1.8	2.1
565	Family clothing stores ³	(D)	(D)	(D)	(D)	0.6	0.8
566	Shoe Stores.....	3.2	3.8	2.0	2.0	1.2	1.2
564, 569	Other apparel stores.....	(D)	(D)	0.4	0.7	0.3	0.5
57	Furniture, home furnishings, equipment stores.....	10.0	9.0	7.0	6.3	5.9	6.0
5712	Furniture stores.....	4.8	(NA)	(NA)	(NA)	2.3	(NA)
5713-15, 19	Other home furnishings stores.....	0.8	(NA)	(NA)	(NA)	0.7	(NA)
572, 573	Household appliance, radio, TV, music stores.....	4.4	2.8	3.3	2.2	2.9	2.7
58	Eating, drinking places.....	6.4	6.4	8.2	7.5	8.2	7.9
5812	Eating places.....	4.5	4.7	5.1	4.6	5.3	5.0
5813	Drinking places.....	1.9	1.7	3.1	2.9	2.9	2.9
591	Drug stores, proprietary stores.....	2.7	2.7	2.5	2.4	2.3	2.2
59 ex. 591	Other retail stores ⁶	11.0	8.5	9.7	8.6	11.3	11.0
592	Liquor stores.....	(D)	(D)	1.8	1.7	1.8	1.7
594	Book, stationery stores.....	1.0	(D)	0.6	(D)	0.3	(D)
595	Sporting goods, bicycle stores.....	(D)	(NA)	1.2	(NA)	0.8	(NA)
597	Jewelry stores.....	1.8	1.8	0.8	1.0	0.6	0.7
5992	Florists.....	0.5	(NA)	(NA)	(NA)	0.4	(NA)
5996	Camera, photographic supply stores....	0.7	(NA)	(NA)	(NA)	0.2	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE READING, PENNSYLVANIA STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1—Includes the planned center known as "Shillington Shopping Center" along E. Lancaster Ave. from Mifflin Blvd. to east limit of Shillington borough

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	19	554	Gasoline service stations.....	1
	Sales.....(\$1,000).. ³	11,453	56	Apparel, accessory stores ¹	7
54, 58, 591-2	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	7	562-3, 568	Women's clothing, specialty stores.....	2
	Sales.....(\$1,000).. ³	(D)	562	Ready-to-wear stores ³	1
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵
56, 57	Number.....	10	566	Shoe stores.....	3
	Sales.....(\$1,000).. ³	7,088	564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	...
	Number.....	3	5712	Furniture stores.....	...
	Sales.....(\$1,000).. ³	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	19	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	3	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

Field Offices

All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

ALBUQUERQUE, NEW MEXICO Room 321, U. S. Post Office Bldg.	DETROIT 26, MICHIGAN Room 438, Federal Building	PHILADELPHIA 7, PENNSYLVANIA Jefferson Building 1015 Chestnut Street
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For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.



CENTRAL BUSINESS DISTRICT STATISTICS

Richmond, Va., Area

**1958
Census
of
Business**



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

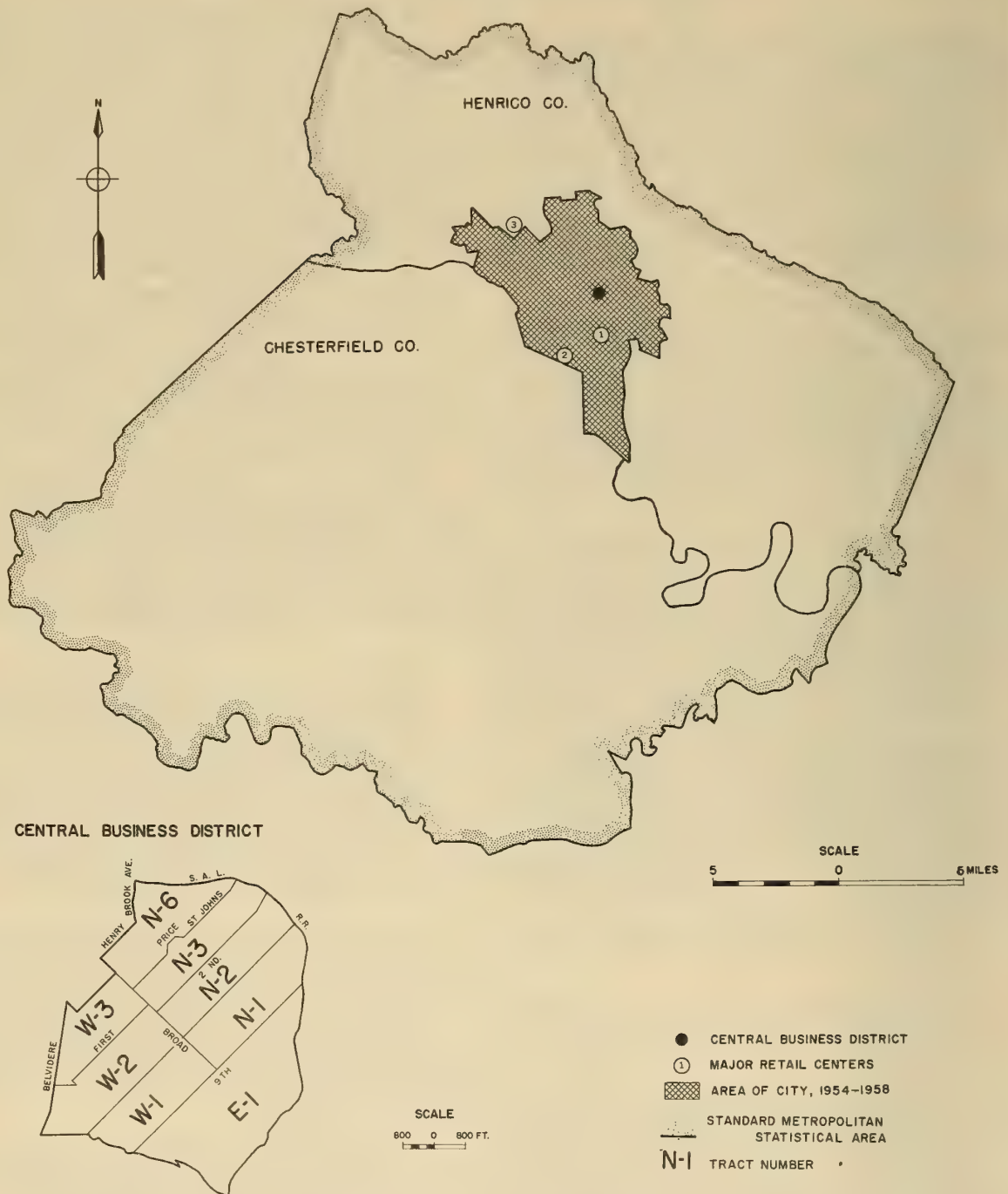
DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

RICHMOND, VA. STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF RICHMOND

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	663	141,723	24,218	10,300	9,232	692	145,252	23,825
52	Lumber, building materials, hardware, farm equipment dealers.....	9	1,372	240	71	68	13	2,038	356
5251	Hardware stores.....	5	519	87	27	25	5	336	50
52 ex. 5251	Other.....	4	853	153	44	43	8	1,702	306
53 part ²	General merchandise group stores ^{2 3}	8	(D)	(D)	(D)	(D)	13	62,865	12,024
531	Department stores.....	3	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	3	4,676	893	521	351	4	5,381	967
539	Other general merchandise stores.....	2	(D)	(D)	(D)	(D)	5	(D)	(D)
54	Food stores.....	100	8,855	569	279	200	129	9,178	625
55 ex. 554	Automotive dealers.....	4	(D)	(D)	(D)	(D)	8	4,658	537
554	Gasoline service stations.....	38	1,990	220	83	79	41	2,166	321
56	Apparel, accessory stores.....	105	17,778	2,875	1,139	927	112	19,442	3,229
561, 567	Men's, boys' apparel stores, custom tailors ⁴	29	3,872	613	208	187	25	4,217	728
562, 563, 568	Women's clothing, specialty stores....	34	8,664	1,436	588	475	36	8,099	1,304
562	Ready-to-wear stores ⁵	24	7,557	1,211	493	390	24	7,113	1,113
565	Family clothing stores ⁵	16	(D)	(D)	(D)	(D)	13	3,181	585
566	Shoe stores.....	24	2,878	382	151	114	28	2,988	414
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	10	957	198
57	Furniture, home furnishings, equipment stores.....	78	11,752	1,943	596	574	64	9,652	1,769
5712	Furniture stores ⁴	38	7,141	1,144	379	369	30	5,905	1,036
5713-15, 19	Other home furnishings stores ⁴	11	859	207	55	51	12	900	193
572, 573	Household appliance, radio, TV, music stores.....	29	3,752	592	162	154	20	2,841	540
58	Eating, drinking places.....	174	9,295	1,940	1,138	1,031	159	8,666	1,671
5812	Eating places.....	166	8,993	1,883	1,100	998	151	8,373	1,637
5813	Drinking places.....	8	302	57	38	33	8	293	34
591	Drug stores, proprietary stores.....	12	4,641	796	290	264	13	4,549	702
59 ex. 591	Other retail stores ⁶	135	19,818	2,903	836	775	140	22,038	2,591
592	Liquor stores.....	4	4,380	146	36	36	4	5,115	129
594	Book, stationery stores.....	8	1,537	375	75	75	7	778	174
595	Sporting goods, bicycle stores.....	3	413	58	14	13	5	673	93
597	Jewelry stores.....	17	2,725	627	158	156	30	3,031	573
5992	Florists.....	10	1,109	264	96	83	10	1,054	271
5996	Camera, photographic supply stores....	6	301	28	13	13	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	13	4,843	1,624	984	960	15	4,397	1,591
783	Motion picture theaters.....	6	1,205	287	149	132	8	1,552	315

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$1,579,000 of which \$491,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF RICHMOND

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,762	435,955	56,226	22,466	19,542	2,449	378,394	48,449
52	Lumber, building materials, hardware, farm equipment dealers.....	102	15,677	2,039	619	601	82	16,972	2,366
5251	Hardware stores.....	57	5,447	662	194	183	49	(D)	(D)
52 ex. 5251	Other.....	45	10,230	1,377	425	418	33	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	111	84,256	15,680	7,166	6,184	69	78,172	14,305
531	Department stores.....	5	(D)	(D)	(D)	(D)	5	68,865	12,792
533	Limited price variety stores.....	45	9,447	1,676	1,022	676	34	7,966	1,368
539	Other general merchandise stores.....	31	(D)	(D)	(D)	(D)	30	1,341	145
54	Food stores.....	573	87,082	5,740	2,194	1,561	678	80,440	5,515
55 ex. 554	Automotive dealers.....	114	74,448	8,256	1,865	1,829	93	55,156	6,204
554	Gasoline service stations.....	379	27,328	2,525	1,084	909	302	20,851	2,231
56	Apparel, accessory stores.....	218	26,840	4,001	1,656	1,282	199	24,990	3,962
561, 567	Men's, boys' apparel stores, custom tailors.....	49	6,193	904	312	264	39	5,642	950
562, 563, 568	Women's clothing, specialty stores....	68	11,242	1,763	732	583	54	(D)	(D)
562	Ready-to-wear stores ⁵	42	9,827	1,510	620	484	38	8,286	1,264
565	Family clothing stores ⁵	34	(D)	(D)	(D)	(D)	28	(D)	(D)
566	Shoe stores.....	54	4,944	635	275	188	53	4,315	573
564, 569	Other apparel stores.....	9	724	(D)	(D)	(D)	19	1,230	234
57	Furniture, home furnishings, equipment stores.....	161	20,662	3,335	990	948	160	18,904	3,294
5712	Furniture stores ⁴	72	12,497	1,914	579	555	64	11,157	1,811
5713-15, 19	Other home furnishings stores ⁴	27	1,604	332	111	105	30	(D)	382
572, 573	Household appliance, radio, TV, music stores.....	62	6,561	1,089	300	288	50	(D)	1,101
58	Eating, drinking places.....	625	29,846	5,619	3,413	3,084	461	22,257	3,801
5812	Eating places.....	583	28,518	5,484	3,319	2,999	429	21,154	3,680
5813	Drinking places.....	42	1,328	135	94	85	32	1,103	121
591	Drug stores, proprietary stores.....	99	18,639	2,946	1,232	1,033	97	14,875	1,970
59 ex. 591	Other retail stores ⁶	380	51,177	6,085	2,247	2,111	308	45,777	4,801
592	Liquor stores.....	18	15,196	506	131	131	16	14,898	372
594	Book, stationery stores.....	20	(D)	(D)	(D)	(D)	12	1,083	213
595	Sporting goods, bicycle stores.....	12	977	126	38	32	16	988	126
597	Jewelry stores.....	39	4,121	840	243	228	39	3,412	620
5992	Florists.....	26	(D)	(D)	(D)	(D)	23	1,603	(D)
5996	Camera, photographic supply stores....	14	(D)	(D)	(D)	(D)	5	613	66
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	18	(D)	(D)	(D)	(D)	19	(D)	(D)
783	Motion picture theaters.....	16	(D)	(D)	(D)	(D)	23	2,777	595

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
RICHMOND STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,311	510,333	62,823	25,246	21,639	2,888	412,019	51,527
52	Lumber, building materials, hardware, farm equipment dealers.....	132	18,848	2,456	774	733	104	19,262	2,656
5251	Hardware stores.....	72	6,202	709	217	199	60	4,941	591
52 ex. 5251	Other.....	60	12,646	1,747	557	534	44	14,321	2,065
53 part ²	General merchandise group stores ^{2 3}	145	88,915	16,164	7,420	6,346	106	79,797	14,388
531	Department stores.....	7	74,338	14,065	6,148	5,481	5	68,865	12,792
533	Limited price variety stores.....	55	9,772	1,719	1,043	694	40	8,157	1,385
539	Other general merchandise stores.....	41	(D)	(D)	(D)	(D)	59	2,711	211
54	Food stores.....	705	118,627	7,609	2,989	2,069	804	91,390	6,264
55 ex. 554	Automotive dealers.....	140	83,685	9,144	2,111	2,064	115	60,854	6,663
554	Gasoline service stations.....	506	35,153	3,145	1,375	1,137	393	26,019	2,649
56	Apparel, accessory stores.....	233	28,145	4,202	1,759	1,362	203	25,392	4,023
561, 567	Men's, boys' apparel stores, custom tailors ⁴	49	6,193	904	312	264	39	5,642	950
562, 563, 568	Women's clothing, specialty stores....	72	11,773	1,844	782	629	55	9,460	1,450
562	Ready-to-wear stores ⁵	46	10,358	1,591	670	530	39	(D)	(D)
565	Family clothing stores ⁵	37	3,833	652	309	225	31	(D)	816
566	Shoe stores.....	58	5,377	709	301	201	53	4,315	573
564, 569	Other apparel stores.....	11	883	93	55	43	19	1,230	(D)
57	Furniture, home furnishings, equipment stores.....	190	23,176	3,698	1,098	1,047	185	20,448	3,426
5712	Furniture stores ⁴	80	13,234	2,022	609	585	68	11,903	1,847
5713-15, 19	Other home furnishings stores ⁴	31	1,885	390	126	120	35	1,859	405
572, 573	Household appliance, radio, TV, music stores.....	79	8,057	1,286	363	342	62	6,398	1,174
58	Eating, drinking places.....	717	33,825	6,309	3,837	3,421	542	25,507	4,345
5812	Eating places.....	666	32,282	6,155	3,724	3,320	506	24,283	4,217
5813	Drinking places.....	51	1,543	154	113	101	36	1,224	128
591	Drug stores, proprietary stores.....	120	22,475	3,564	1,481	1,214	109	16,341	(D)
59 ex. 591	Other retail stores ⁶	423	57,484	6,532	2,402	2,246	327	47,009	(D)
592	Liquor stores.....	21	17,440	584	152	152	16	14,898	372
594	Book, stationery stores.....	21	2,624	546	126	122	12	1,083	213
595	Sporting goods, bicycle stores.....	15	1,017	126	39	33	16	1,012	132
597	Jewelry stores.....	39	4,142	847	243	228	39	3,412	620
5992	Florists.....	27	2,043	406	153	134	26	1,652	368
5996	Camera, photographic supply stores....	15	915	65	25	22	5	613	66
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	20	5,935	2,004	1,164	1,138	20	5,035	1,808
783	Motion picture theaters.....	23	(D)	(D)	(D)	(D)	30	3,334	711

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
 CENTRAL BUSINESS DISTRICT OF RICHMOND, THE ENTIRE CITY, AND RICHMOND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-2.4	15.2	26.2	23.9	38.2
52	Lumber, building materials, hardware, farm equipment dealers.....	-32.7	-7.6	-4.2	-2.1	1.5
5251	Hardware stores.....	54.5	(D)	(D)	25.5	23.4
52 ex. 5251	Other.....	-49.9	(D)	(D)	-11.7	-6.6
53 part ²	General merchandise group stores ^{2 3}	(D)	7.8	(D)	11.4	(D)
531	Department stores.....	(D)	(D)	(D)	7.9	(D)
533	Limited price variety stores.....	-13.1	18.6	84.6	19.8	83.6
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-3.5	8.3	9.8	29.8	33.5
55 ex. 554	Automotive dealers.....	(D)	35.0	(D)	37.5	(D)
554	Gasoline service stations.....	-8.1	31.1	35.8	35.1	39.0
56	Apparel, accessory stores.....	-8.6	7.4	63.3	10.8	74.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-8.2	9.8	62.9	9.8	62.9
562, 563, 568	Women's clothing, specialty stores.....	7.0	(D)	(D)	24.5	128.4
562	Ready-to-wear stores ⁵	6.2	18.6	155.1	(D)	(D)
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)	(D)
566	Shoe stores.....	-3.7	14.6	55.7	24.6	88.3
564, 569	Other apparel stores.....	(D)	-41.1	(D)	-28.2	(D)
57	Furniture, home furnishings, equipment stores.....	21.8	9.3	-3.7	13.3	5.8
5712	Furniture stores ⁴	20.9	12.0	2.0	11.2	1.6
5713-15, 19	Other home furnishings stores ⁴	-4.6	(D)	(D)	1.4	7.0
572, 573	Household appliance, radio, TV, music stores.....	32.1	(D)	(D)	25.9	21.0
58	Eating, drinking places.....	7.3	34.1	51.2	32.6	45.7
5812	Eating places.....	7.4	34.8	52.8	32.9	46.4
5813	Drinking places.....	3.1	20.4	26.7	26.1	33.3
591	Drug stores, proprietary stores.....	2.0	25.3	35.6	37.5	51.2
59 ex. 591	Other retail stores ⁶	-10.1	11.8	32.1	22.3	50.8
592	Liquor stores.....	-14.4	2.0	10.6	17.1	33.5
594	Book, stationery stores.....	97.6	(D)	(D)	142.3	256.4
595	Sporting goods, bicycle stores.....	-38.6	-1.1	79.0	0.5	78.2
597	Jewelry stores.....	-10.1	20.8	266.4	21.4	271.9
5992	Florists.....	5.2	(D)	(D)	23.7	56.2
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	49.3	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	10.1	(D)	(D)	17.9	71.2
783	Motion picture theaters.....	-22.4	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF RICHMOND AND OF RICHMOND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	32.5	38.4	27.8	35.3
52	Lumber, building materials, hardware, farm equipment dealers...	8.8	12.0	7.3	10.6
5251	Hardware stores.....	9.5	(D)	8.4	6.8
52 ex. 5251	Other.....	8.3	(D)	6.7	11.9
53 part ²	General merchandise group stores ^{2 3}	(D)	80.4	(D)	78.8
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	49.5	67.5	47.9	66.0
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	10.2	11.4	7.5	10.0
55 ex. 554	Automotive dealers.....	(D)	8.4	(D)	7.7
554	Gasoline service stations.....	7.3	10.4	5.7	8.6
56	Apparel, accessory stores.....	66.2	77.8	63.2	76.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	62.5	74.7	62.5	74.7
562, 563, 568	Women's clothing, specialty stores.....	77.1	(D)	73.6	85.6
562	Ready-to-wear stores ⁵	76.9	85.8	73.0	(D)
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	58.2	69.2	53.5	69.2
564, 569	Other apparel stores.....	(D)	77.8	(D)	77.8
57	Furniture, home furnishings, equipment stores.....	56.9	51.1	50.7	47.2
5712	Furniture stores ⁴	57.1	52.9	54.0	49.6
5713-15, 19	Other home furnishings stores ⁴	53.6	(D)	45.6	48.4
572, 573	Household appliance, radio, TV, music stores.....	57.2	(D)	46.6	44.4
58	Eating, drinking places.....	31.1	38.9	27.5	34.0
5812	Eating places.....	31.5	40.0	27.9	34.5
5813	Drinking places.....	22.7	26.6	19.6	23.9
591	Drug stores, proprietary stores.....	24.9	30.6	20.6	27.8
59 ex. 591	Other retail stores ⁶	38.7	48.1	34.5	46.9
592	Liquor stores.....	28.8	34.3	25.1	34.3
594	Book, stationery stores.....	(D)	71.8	58.6	71.8
595	Sporting goods, bicycle stores.....	42.3	68.1	40.6	66.5
597	Jewelry stores.....	66.1	88.8	65.8	88.8
5992	Florists.....	(D)	65.8	54.3	63.8
5996	Camera, photographic supply stores.....	(D)	(D)	32.9	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
 CENTRAL BUSINESS DISTRICT OF RICHMOND, THE ENTIRE CITY, AND RICHMOND STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sale which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.0	1.4	3.6	4.5	3.7	4.7
5251	Hardware stores.....	0.4	0.2	1.3	(D)	1.2	1.2
52 ex. 5251	Other.....	0.6	1.2	2.3	(D)	2.5	3.5
53 part ²	General merchandise group stores ^{2 3}	(D)	43.2	19.3	20.7	17.4	19.4
531	Department stores.....	(D)	(D)	(D)	18.2	14.6	16.7
533	Limited price variety stores.....	3.3	3.7	2.2	2.1	2.0	2.0
539	Other general merchandise stores.....	(D)	(D)	(D)	0.4	(D)	0.7
54	Food stores.....	6.2	6.3	20.0	21.2	23.2	22.2
55 ex. 554	Automotive dealers.....	(D)	3.2	17.1	14.6	16.4	14.7
554	Gasoline service stations.....	1.4	1.5	6.3	5.5	6.9	6.3
56	Apparel, accessory stores.....	12.5	13.4	6.2	6.6	5.5	6.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.7	2.9	1.4	1.5	1.2	1.4
562, 563, 568	Women's clothing, specialty stores....	6.1	5.6	2.6	(D)	2.3	2.3
562	Ready-to-wear stores ⁵	5.3	4.9	2.3	2.2	2.0	(D)
565	Family clothing stores ⁵	(D)	2.2	(D)	(D)	0.8	(D)
566	Shoe stores.....	2.0	2.1	1.1	1.1	1.1	1.0
564, 569	Other apparel stores.....	(D)	0.7	0.2	0.3	0.2	0.3
57	Furniture, home furnishings, equipment stores.....	8.3	6.7	4.7	5.0	4.6	5.0
5712	Furniture stores ⁴	5.0	4.1	2.8	2.9	2.6	2.9
5713-15, 19	Other home furnishings stores ⁴	0.6	0.6	0.4	(D)	0.4	0.5
572, 573	Household appliance, radio, TV, music stores.....	2.6	2.0	1.5	(D)	1.6	1.6
58	Eating, drinking places.....	6.6	6.0	6.8	5.9	6.6	6.2
5812	Eating places.....	6.3	5.8	6.5	5.6	6.3	5.9
5813	Drinking places.....	0.2	0.2	0.3	0.3	0.3	0.3
591	Drug stores, proprietary stores.....	3.3	3.1	4.3	3.9	4.4	3.9
59 ex. 591	Other retail stores ⁶	14.0	15.2	11.7	12.1	11.3	11.4
592	Liquor stores.....	3.1	3.5	3.5	4.0	3.4	3.6
594	Book, stationery stores.....	1.1	0.5	(D)	0.3	0.5	0.3
595	Sporting goods, bicycle stores.....	0.3	0.5	0.2	0.3	0.2	0.2
597	Jewelry stores.....	1.9	2.1	0.9	0.9	0.8	0.8
5992	Florists.....	0.8	0.7	(D)	0.4	0.4	0.4
5996	Camera, photographic supply stores....	0.2	(D)	(D)	0.2	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE RICHMOND STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1—Includes the stores on Hull Street from 9th Street to 19th Street

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	7
	Number.....	80	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	10,153	56	Apparel, accessory stores ¹	23
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	6
	Number.....	17	562-3, 568	Women's clothing, specialty stores....	4
	Sales.....(\$1,000)...	1,868	562	Ready-to-wear stores ⁵	3
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵	4
56, 57	Number.....	33	566	Shoe stores.....	9
	Sales.....(\$1,000)...	3,830	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	7
	Number.....	30	5712	Furniture stores.....	4
	Sales.....(\$1,000)...	1,455	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ²	80	58	Eating, drinking places.....	10
52	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	9
5251	Hardware stores.....	2	5813	Drinking places.....	1
52 ex. 5251	Other.....	3	591	Drug stores, proprietary stores.....	3
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	16
531	Department stores.....	1	592	Liquor stores.....	3
533	Limited price variety stores.....	2	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	5
54	Food stores.....	4	5992	Florists.....	1
			5996	Camera, photographic supply stores....	...

MRC No. 2—Includes the planned center known as "Southside Plaza Shopping Center" bounded by: Belt Blvd., Hull Rd., ACL RR. and a line from ACL RR. to the west property line of 133 Belt Blvd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	37	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	8,717	56	Apparel, accessory stores ¹	12
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	4	562-3, 568	Women's clothing, specialty stores....	4
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵	3
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵
56, 57	Number.....	22	566	Shoe stores.....	6
	Sales.....(\$1,000)...	5,284	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	6
	Number.....	11	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	4
	Retail stores, total ²	37	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591 *	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	4	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	1	597	Jewelry stores.....	2
			5992	Florists.....	...
			5996	Camera, photographic supply stores....	2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1968—MAJOR RETAIL CENTERS IN THE RICHMOND STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Willow Lawn Shopping Center" bounded by: West Broad, Richmond city limits, Monument Ave., Willow Lawn Dr.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	28	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	11,600			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	12
	Number.....	3	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores.....	6
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	4
56, 57	Number.....	19	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	5,330	566	Shoe stores.....	3
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	1
	Number.....	6	57	Furniture, home furnishings, equipment stores.....	3
	Sales.....(\$1,000)...	(D)	5712	Furniture stores.....	...
		Number of establishments	5713-15, 19	Other home furnishings stores.....	...
			572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ²	28	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	4	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	2
54	Food stores.....	1	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.



CENTRAL BUSINESS DISTRICT STATISTICS

Rochester, N.Y., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

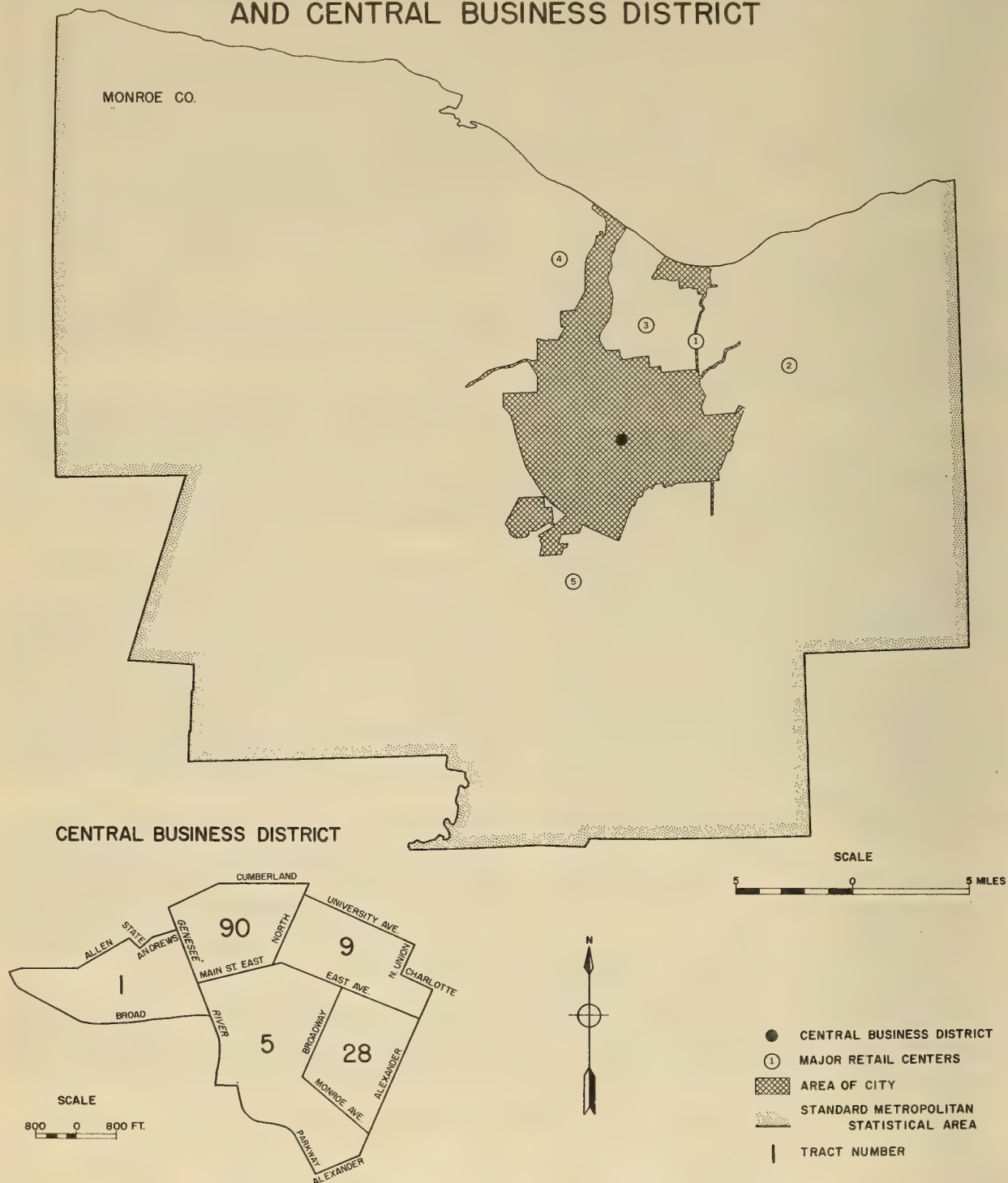
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

ROCHESTER, N. Y.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954

CENTRAL BUSINESS DISTRICT OF ROCHESTER

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	697	193,453	33,300	11,115	8,951	745	201,975	33,583
52	Lumber, building materials, hardware, farm equipment dealers.....	17	2,251	414	106	104	17	1,810	222
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)	1	(D)	(D)
52 ex. 5251	Other.....	15	(D)	(D)	(D)	(D)	16	(D)	(D)
53 part ³	General merchandise group stores ³	17	74,580	14,641	5,177	3,848	15	74,702	14,180
531	Department stores.....	6	(D)	(D)	(D)	(D)	6	(D)	(D)
533	Limited price variety stores.....	5	6,057	1,266	545	451	5	6,414	1,157
539	Other general merchandise stores.....	6	(D)	(D)	(D)	(D)	4	(D)	(D)
54	Food stores.....	59	8,958	761	298	244	74	10,711	817
55 ex. 554	Automotive dealers.....	26	29,258	3,131	556	533	27	29,607	2,937
554	Gasoline service stations.....	27	1,409	144	55	42	21	1,105	98
56	Apparel, accessory stores.....	128	29,943	5,294	1,876	1,545	168	32,501	5,389
561, 567	Men's, boys' apparel stores, custom tailors ⁴	37	4,900	790	220	166	25	4,030	688
562, 563, 568	Women's clothing, specialty stores....	45	14,158	2,615	1,047	904	49	13,077	1,940
562	Ready-to-wear stores ⁵	28	12,210	2,202	942	810	28	11,880	1,759
565	Family clothing stores ⁵	7	(D)	(D)	(D)	(D)	7	8,276	1,542
566	Shoe stores.....	33	3,122	426	136	95	42	4,229	665
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	30	2,608	554
57	Furniture, home furnishings, equipment stores.....	55	15,387	2,458	654	571	74	16,876	3,278
5712	Furniture stores ⁴	19	7,136	1,157	285	250	19	7,539	1,400
5713-15, 19	Other home furnishings stores ⁴	11	1,231	196	57	53	24	2,739	487
572, 573	Household appliance, radio, TV, music stores.....	25	7,020	1,105	312	268	27	6,570	1,391
58	Eating, drinking places.....	179	12,785	3,405	1,491	1,299	157	11,441	3,010
5812	Eating places.....	127	9,481	2,815	1,216	1,057	98	7,904	2,248
5813	Drinking places.....	52	3,304	590	275	242	59	3,537	762
591	Drug stores, proprietary stores.....	15	3,336	497	187	147	14	3,237	564
59 ex. 591	Other retail stores ⁶	174	15,546	2,555	715	618	178	19,985	3,098
592	Liquor stores.....	11	976	47	19	16	18	1,168	66
594	Book, stationery stores.....	14	1,958	487	154	119	12	1,812	382
595	Sporting goods, bicycle stores.....	11	1,032	128	36	33	12	1,249	140
597	Jewelry stores.....	32	3,662	665	158	146	37	3,504	611
5992	Florists.....	5	410	104	31	30	9	466	109
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	3	(D)	185
SELECTED SERVICES									
7011, 7012	Hotels.....	14	6,038	2,478	997	666	14	6,677	2,526
783	Motion picture theaters.....	6	1,659	445	191	149	7	2,289	484

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$2,679,000, of which \$552,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF ROCHESTER

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	3,770	540,154	69,220	23,435	18,035	3,932	520,056	65,551
52	Lumber, building materials, hardware, farm equipment dealers.....	194	25,664	3,251	781	721	190	28,676	3,629
5251	Hardware stores.....	67	3,940	468	143	125	94	(D)	(D)
52 ex. 5251	Other.....	127	21,724	2,783	638	596	94	(D)	(D)
53 part ³	General merchandise group stores ³	90	83,599	15,904	5,718	4,172	110	80,359	14,956
531	Department stores.....	8	70,878	13,660	4,746	3,448	6	(D)	(D)
533	Limited price variety stores.....	28	9,668	1,096	863	646	38	9,943	1,732
539	Other general merchandise stores.....	46	(D)	(D)	(D)	(D)	66	(D)	(D)
54	Food stores.....	831	116,656	7,970	3,118	1,934	982	117,524	8,191
55 ex. 554	Automotive dealers.....	162	100,536	10,300	2,121	1,974	138	95,267	9,583
554	Gasoline service stations.....	391	27,280	2,305	982	630	369	22,854	1,597
56	Apparel, accessory stores.....	318	44,974	7,393	2,697	2,178	392	44,303	6,791
561, 567	Men's, boys' apparel stores, custom tailors.....	70	6,557	990	285	216	54	6,178	903
562, 563, 568	Women's clothing, specialty stores....	113	21,398	3,720	1,489	1,293	121	16,712	2,493
562	Ready-to-wear stores ⁵	55	18,650	3,237	1,348	1,171	68	(D)	(D)
565	Family clothing stores ⁵	22	9,747	1,764	575	439	20	(D)	(D)
566	Shoe stores.....	88	6,157	(D)	(D)	(D)	104	7,037	977
564, 569	Other apparel stores.....	17	(D)	(D)	(D)	(D)	59	3,407	(D)
57	Furniture, home furnishings, equipment stores.....	222	31,812	4,606	1,187	1,037	239	33,028	4,943
5712	Furniture stores ⁴	65	13,212	2,232	529	464	59	16,331	2,616
5713-15, 19	Other home furnishings stores ⁴	45	3,326	443	138	125	43	3,724	642
572, 573	Household appliance, radio, TV, music stores.....	112	15,274	1,931	520	448	107	12,633	1,685
58	Eating, drinking places.....	819	41,890	8,913	4,134	3,305	801	38,529	8,184
5812	Eating places.....	547	29,169	6,922	3,204	2,639	492	25,134	5,873
5813	Drinking places.....	272	12,721	1,991	930	666	309	13,395	2,311
591	Drug stores, proprietary stores.....	131	20,928	2,994	1,018	679	125	16,979	2,248
59 ex. 591	Other retail stores ⁶	612	46,815	5,584	1,679	1,405	586	42,537	5,429
592	Liquor stores.....	98	7,450	353	146	95	101	6,062	293
594	Book, stationery stores.....	26	2,885	(D)	(D)	(D)	22	2,965	653
595	Sporting goods, bicycle stores.....	34	1,760	176	51	40	34	1,816	184
597	Jewelry stores.....	79	4,785	749	193	176	72	4,411	668
5992	Florists.....	64	2,162	399	153	116	57	2,076	391
5996	Camera, photographic supply stores....	7	1,836	210	54	39	6	1,743	195
SELECTED SERVICES									
7011, 7012	Hotels.....	24	7,293	2,860	1,148	816	29	7,184	2,674
783	Motion picture theaters.....	18	(D)	(D)	(D)	(D)	22	3,199	749

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
ROCHESTER STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	4,754	693,858	83,189	29,035	21,884	4,736	612,826	72,800
52	Lumber, building materials, hardware, farm equipment dealers.....	282	35,983	4,411	1,088	948	252	37,903	4,660
5251	Hardware stores.....	104	6,136	707	252	178	121	6,660	786
52 ex. 5251	Other.....	178	29,847	3,704	836	770	129	31,213	3,874
53 part ³	General merchandise group stores ³	134	100,046	17,941	6,898	5,004	139	83,770	15,352
531	Department stores.....	14	81,556	14,914	5,273	3,835	7	69,984	13,261
533	Limited price variety stores.....	43	13,881	2,553	1,421	1,037	44	10,222	1,760
539	Other general merchandise stores.....	63	4,349	474	204	132	88	3,564	331
54	Food stores.....	1,044	177,612	11,732	4,671	2,844	1,154	146,566	9,416
55 ex. 554	Automotive dealers.....	234	125,546	12,443	2,583	2,407	199	118,412	11,244
554	Gasoline service stations.....	530	36,608	2,987	1,285	821	490	29,906	1,977
56	Apparel, accessory stores.....	374	49,318	7,894	2,898	2,277	435	45,891	6,918
561, 567	Men's, boys' apparel stores, custom tailors ⁴	82	7,356	1,044	307	231	61	6,528	924
562, 563, 568	Women's clothing, specialty stores....	135	22,295	3,814	1,538	1,313	137	17,230	2,534
562	Ready-to-wear stores ⁵	64	19,205	3,303	1,382	1,184	77	15,300	2,291
565	Family clothing stores ⁵	26	11,228	1,976	661	474	22	10,649	1,791
566	Shoe stores.....	103	7,248	940	325	209	117	7,398	1,005
564, 569	Other apparel stores.....	18	(D)	(D)	(D)	(D)	64	3,530	664
57	Furniture, home furnishings, equipment stores.....	256	34,719	5,016	1,309	1,136	275	35,571	5,534
5712	Furniture stores ⁴	71	13,837	2,295	550	476	66	16,847	2,668
5713-15, 19	Other home furnishings stores ⁴	49	3,804	530	158	143	46	3,941	674
572, 573	Household appliance, radio, TV, music stores.....	136	17,078	2,191	601	517	129	14,293	2,192
58	Eating, drinking places.....	1,019	51,968	10,783	5,185	4,037	976	46,727	9,570
5812	Eating places.....	688	36,909	8,521	4,094	3,275	597	30,102	6,829
5813	Drinking places.....	331	15,059	2,262	1,091	762	379	16,625	2,741
591	Drug stores, proprietary stores.....	152	24,414	3,539	1,189	801	143	18,803	2,493
59 ex. 591	Other retail stores ⁶	729	57,644	6,443	1,929	1,609	673	49,277	5,636
592	Liquor stores.....	120	10,022	452	187	125	122	7,378	370
594	Book, stationery stores.....	30	2,943	633	225	175	22	2,965	653
595	Sporting goods, bicycle stores.....	47	1,957	197	63	48	42	2,045	203
597	Jewelry stores.....	86	4,965	765	200	180	77	4,514	682
5992	Florists.....	75	2,342	420	163	123	64	2,209	403
5996	Camera, photographic supply stores....	7	1,836	210	54	39	6	1,743	195
SELECTED SERVICES									
7011, 7012	Hotels.....	29	7,554	2,930	1,176	837	35	7,344	2,705
783	Motion picture theaters.....	23	(D)	(D)	(D)	(D)	31	3,645	853

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF ROCHESTER, THE ENTIRE CITY, AND ROCHESTER STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-4.2	3.7	9.0	13.2	21.8
52	Lumber, building materials, hardware, farm equipment dealers.....	24.4	-10.5	-12.9	-5.1	-6.5
5251	Hardware stores.....	(D)	(D)	(D)	-7.9	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	-4.4	(D)
53 part ³	General merchandise group stores ³	-0.2	4.0	59.4	19.4	180.8
531.	Department stores.....	(D)	(D)	(D)	16.5	(D)
533	Limited price variety stores.....	-5.6	-2.8	2.3	34.8	105.5
539	Other general merchandise stores.....	(D)	(D)	(D)	22.0	(D)
54	Food stores.....	-16.4	-0.7	0.8	21.2	24.1
55 ex. 554	Automotive dealers.....	-1.2	5.5	8.6	6.0	8.4
554	Gasoline service stations.....	27.5	19.4	19.0	22.4	22.2
56	Apparel, accessory stores.....	-7.9	1.5	27.4	7.5	44.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	21.6	6.1	-22.9	12.7	-1.7
562, 563, 568	Women's clothing, specialty stores.....	8.3	28.0	99.2	29.4	95.9
562	Ready-to-wear stores ⁵	2.8	(D)	(D)	25.5	104.5
565	Family clothing stores ⁵	(D)	(D)	(D)	5.4	(D)
566	Shoe stores.....	-26.2	-12.5	8.1	2.1	30.2
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-8.8	-3.7	1.7	-2.4	3.4
5712	Furniture stores ⁴	-5.3	-19.1	-30.9	-17.9	-28.0
5713-15, 19	Other home furnishings stores ⁴	-55.1	-10.7	112.7	-3.5	114.1
572, 573	Household appliance, radio, TV, music stores.....	6.8	20.9	36.1	19.5	30.2
58	Eating, drinking places.....	11.7	8.7	7.4	11.2	11.0
5812	Eating places.....	20.0	16.1	14.3	22.6	23.6
5813	Drinking places.....	-6.6	-5.0	-4.5	-9.4	-10.2
591	Drug stores, proprietary stores.....	3.1	23.3	28.0	29.8	35.4
59 ex. 591	Other retail stores ⁶	-22.2	10.1	38.7	17.0	43.7
592	Liquor stores.....	-16.4	22.9	32.3	35.8	45.7
594	Book, stationery stores.....	8.1	-2.7	-19.6	-0.7	-14.6
595	Sporting goods, bicycle stores.....	-17.2	-3.1	28.0	-4.3	16.0
597	Jewelry stores.....	4.5	8.5	23.8	10.0	29.0
5992	Florists.....	-12.0	4.1	8.8	6.0	10.8
5996	Camera, photographic supply stores.....	(D)	5.3	(D)	5.3	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	-9.6	1.5	147.5	2.9	127.3
783	Motion picture theaters.....	-27.5	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. .. Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ROCHESTER AND OF ROCHESTER STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	3.6	39.2	27.9	33.3
52	Lumber, building materials, hardware, farm equipment dealers...	8.8	6.3	6.3	4.8
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	89.2	93.0	74.5	89.2
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	62.6	64.5	43.6	62.7
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	7.7	9.1	5.0	7.3
55 ex. 554	Automotive dealers.....	29.1	31.1	23.3	25.0
554	Gasoline service stations.....	5.2	4.8	3.8	3.7
56	Apparel, accessory stores.....	66.6	73.4	60.7	70.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	74.7	65.2	66.6	61.7
562, 563, 568	Women's clothing, specialty stores.....	66.2	78.2	63.5	75.9
562	Ready-to-wear stores ⁵	65.5	(D)	63.6	77.6
565	Family clothing stores ⁵	(D)	(D)	(D)	77.7
566	Shoe stores.....	50.7	60.1	43.1	57.2
564, 569	Other apparel stores.....	(D)	76.5	(D)	73.9
57	Furniture, home furnishings, equipment stores.....	48.4	51.1	44.3	47.4
5712	Furniture stores ⁴	54.0	46.2	51.6	44.7
5713-15, 19	Other home furnishings stores ⁴	37.0	73.5	32.4	69.5
572, 573	Household appliance, radio, TV, music stores.....	46.0	52.0	41.1	46.0
58	Eating, drinking places.....	30.5	29.7	24.6	24.5
5812	Eating places.....	32.5	31.4	25.7	26.3
5813	Drinking places.....	26.0	26.4	21.9	21.3
591	Drug stores, proprietary stores.....	15.9	19.1	13.7	17.2
59 ex. 591	Other retail stores ⁶	33.2	47.0	27.0	40.6
592	Liquor stores.....	13.1	19.3	9.7	15.8
594	Book, stationery stores.....	67.9	61.1	66.5	61.1
595	Sporting goods, bicycle stores.....	58.8	68.8	52.8	61.1
597	Jewelry stores.....	76.5	79.4	73.8	77.6
5992	Florists.....	19.0	22.4	17.5	21.1
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ROCHESTER, THE ENTIRE CITY, AND ROCHESTER STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.2	0.9	4.8	5.5	5.2	6.2
5251	Hardware stores.....	(D)	(D)	0.8	(D)	0.9	1.1
52 ex. 5251	Other.....	(D)	(D)	4.0	(D)	4.3	5.2
53 part ³	General merchandise group stores ³	38.6	37.0	15.5	15.5	14.4	13.7
531	Department stores.....	(D)	(D)	13.1	(D)	11.8	11.4
533	Limited price variety stores.....	3.1	3.2	1.8	1.9	2.0	1.7
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	0.6	0.6
54	Food stores.....	4.6	5.3	21.6	22.6	25.6	23.9
55 ex. 554	Automotive dealers.....	15.1	14.6	18.6	18.3	18.1	19.3
554	Gasoline service stations.....	0.7	0.5	5.0	4.4	5.3	4.9
56	Apparel, accessory stores.....	15.5	16.1	8.3	8.5	7.1	7.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.5	2.0	1.2	1.2	1.1	1.1
562, 563, 568	Women's clothing, specialty stores....	7.3	6.5	3.9	3.2	3.2	2.8
562	Ready-to-wear stores ⁵	6.3	5.9	3.5	(D)	2.8	2.5
565	Family clothing stores ⁵	(D)	4.1	1.8	(D)	1.6	1.7
566	Shoe stores.....	1.6	2.1	1.1	1.4	1.0	1.2
564, 569	Other apparel stores.....	(D)	1.3	(D)	0.6	(D)	0.6
57	Furniture, home furnishings, equipment stores.....	8.0	8.4	5.9	6.3	5.0	5.8
5712	Furniture stores ⁴	3.7	3.7	2.5	3.1	2.0	2.7
5713-15, 19	Other home furnishings stores ⁴	0.6	1.4	0.6	0.7	0.5	0.6
572, 573	Household appliance, radio, TV, music stores.....	3.6	3.3	2.8	2.4	2.5	2.3
58	Eating, drinking places.....	6.6	5.7	7.7	7.4	7.5	7.6
5812	Eating places.....	4.9	3.9	5.4	4.8	5.3	4.9
5813	Drinking places.....	1.7	1.8	2.3	2.6	2.2	2.7
591	Drug stores, proprietary stores.....	1.7	1.6	3.9	3.3	3.5	3.1
59 ex. 591	Other retail stores ⁶	8.0	9.9	8.7	8.2	8.3	8.0
592	Liquor stores.....	0.5	0.6	1.4	1.2	1.4	1.2
594	Book, stationery stores.....	1.0	0.9	0.5	0.6	0.4	0.5
595	Sporting goods, bicycle stores.....	0.5	0.6	0.3	0.3	0.3	0.3
597	Jewelry stores.....	1.9	1.7	0.9	0.8	0.7	0.7
5992	Florists.....	0.2	0.2	0.4	0.4	0.3	0.4
5996	Camera, photographic supply stores....	(D)	(D)	0.3	0.3	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ROCHESTER STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Culver Ridge Shopping Center" at the intersection of Culver Rd. and Ridge Rd. East

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	21	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	9,855	56	Apparel, accessory stores ²	6
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
53 part, ³ 56, 57	Number.....	4	562-3, 568	Women's clothing, specialty stores....	4
	Sales.....(\$1,000)...	4,515	562	Ready-to-wear stores ⁵	2
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	10	566	Shoe stores.....	2
52, 55, 59 ex. 591	Sales.....(\$1,000)...	4,417	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
52, 55, 59 ex. 591	Number.....	7	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	923	5713-15,19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	21	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	2	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	2	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes the planned center known as "Eastway Plaza Shopping Center" bounded by Turrill Dr., Empire Blvd., and Bay Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	21	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	5,777	56	Apparel, accessory stores ²	4
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	5	562-3, 568	Women's clothing, specialty stores....	1
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵	1
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	8	566	Shoe stores.....	2
52, 55, 59 ex. 591	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
52, 55, 59 ex. 591	Number.....	8	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	803	5713-15,19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	21	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	2
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	2	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ROCHESTER STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Irondequoit Shopping Plaza" and stores on Titus Ave., from Briarwood Dr. to Orange Pl., and stores on Hudson Ave. from Titus Ave. to Drake Dr.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	25	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	10,525	56	Apparel, accessory stores ²	5
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	11	562-3, 568	Women's clothing, specialty stores....	1
	Sales.....(\$1,000)...	6,934	562	Ready-to-wear stores ⁵	1
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	8	566	Shoe stores.....	2
	Sales.....(\$1,000)...	2,837	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
59 ex. 591	Number.....	6	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	754	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	25	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	1	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	2
54	Food stores.....	8	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 4.—Includes the planned center known as "Northgate Shopping Plaza" and stores between 3740 and 3940 Dewey Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	33	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	13,146	56	Apparel, accessory stores ²	7
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	9	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	6,413	562	Ready-to-wear stores ⁵	1
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	14	566	Shoe stores.....	3
59 ex. 591	Sales.....(\$1,000)...	5,653	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	10	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	1,080	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	33	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	2
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	...	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	6	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ROCHESTER STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes the planned center know as "South Town Plaza Shopping Center" bounded by Jefferson Rd., West Henrietta Rd., and Lehigh Valley RR.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	23	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	13,350	56	Apparel, accessory stores ²	5
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
53 part, ³ 56, 57	Number.....	8	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	5,641	562	Ready-to-wear stores ⁵	1
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	10	566	Shoe stores.....	2
52, 55, 59 ex. 591	Sales.....(\$1,000)...	7,131	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	5	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	578	5713-15, 19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	23	58	Eating, drinking places.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
	Hardware stores.....	1	5813	Drinking places.....	...
5251	Other.....	...	591	Drug stores, proprietary stores.....	1
52 ex. 5251			59 ex. 591	Other retail stores ⁶	2
53 part ³	General merchandise group stores ^{2 3}	4	592	Liquor stores.....	...
531	Department stores.....	2	594	Book, stationery stores.....	1
533	Limited price variety stores.....	2	595	Sporting goods, bicycle stores.....	...
539	Other general merchandise stores.....	...	597	Jewelry stores.....	1
54	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order-houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUR-
Apr 20 1958



CENTRAL BUSINESS DISTRICT STATISTICS

Rockford, Ill., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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ECONOMIC OPERATIONS DIVISION—

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ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Rockford, Ill., Area—BC58-CBD70
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

ROCKFORD, ILL.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT

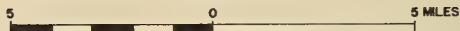
WINNEBAGO CO.



CENTRAL BUSINESS DISTRICT *



SCALE



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY, 1954
- ▤ ANNEXATIONS THROUGH 1958
- ⋯ STANDARD METROPOLITAN STATISTICAL AREA

* CONSISTS OF TRACT 29

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

U. S. DEPARTMENT OF COMMERCE

1958 CENSUS OF BUSINESS

BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF ROCKFORD

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	243	58,068	8,866	2,954	2,374	278	56,757	8,685
52	Lumber, building materials, hardware, farm equipment dealers.....	5	778	115	33	33	6	1,184	183
5251	Hardware stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
52 ex. 5251	Other.....	1	(D)	(D)	(D)	(D)	3	(D)	(D)
53 part ³	General merchandise group stores ³	13	18,798	3,210	1,237	902	15	16,269	2,673
531	Department stores.....	6	16,577	2,798	1,038	774	7	(D)	(D)
533	Limited price variety stores.....	4	(D)	(D)	(D)	(D)	4	2,202	350
539	Other general merchandise stores.....	3	(D)	(D)	(D)	(D)	4	(D)	(D)
54	Food stores.....	15	2,672	208	80	51	23	2,052	283
55 ex. 554	Automotive dealers.....	11	12,349	1,537	305	297	13	12,895	1,246
554	Gasoline service stations.....	7	396	39	15	12	4	235	18
56	Apparel, accessory stores.....	61	9,657	1,370	462	380	81	10,155	1,589
561, 567	Men's, boys' apparel stores, custom tailors ⁴	16	2,320	383	99	93	14	2,847	526
562, 563, 568	Women's clothing, specialty stores....	25	3,888	563	227	187	37	4,084	636
562	Ready-to-wear stores ⁵	14	3,191	(D)	200	164	14	3,270	510
565	Family clothing stores ⁵	3	(D)	(D)	(D)	(D)	4	674	81
566	Shoe stores.....	13	1,977	251	71	57	19	2,121	292
564, 569	Other apparel stores.....	4	137	(D)	(D)	(D)	7	429	54
57	Furniture, home furnishings, equipment stores.....	16	2,863	604	123	114	21	3,953	797
5712	Furniture stores ⁴	4	(D)	(D)	(D)	(D)	5	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	1	(D)	(D)	(D)	(D)	1	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	11	1,145	212	48	45	15	1,575	311
58	Eating, drinking places.....	48	2,697	671	311	256	44	3,038	828
5812	Eating places.....	33	2,205	613	285	233	32	2,408	724
5813	Drinking places.....	15	492	58	26	23	12	630	104
591	Drug stores, proprietary stores.....	10	3,861	472	150	125	10	2,668	402
59 ex. 591	Other retail stores ⁶	57	3,997	640	238	204	61	4,308	666
592	Liquor stores.....	5	270	19	5	5	2	(D)	(D)
594	Book, stationery stores.....	4	350	93	24	20	5	365	85
595	Sporting goods, bicycle stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
597	Jewelry stores.....	18	1,693	269	118	102	21	1,732	292
5992	Florists.....	4	365	62	27	24	5	510	86
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	8	591	227	131	104	7	768	291
783	Motion picture theaters.....	3	599	163	74	74	3	792	170

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,222,000, of which \$692,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

ROCKFORD, ILL., AREA

7

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF ROCKFORD

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,263	202,332	(D)	(D)	(D)	1,268	172,191	20,254
52	Lumber, building materials, hardware, farm equipment dealers.....	80	14,118	1,938	418	389	70	15,791	1,978
5251	Hardware stores.....	30	3,006	373	118	104	29	3,895	463
52 ex. 5251	Other.....	50	11,112	1,565	300	285	41	11,896	1,515
53 part ³	General merchandise group stores ³	39	27,615	4,452	1,830	1,289	34	19,748	3,149
531	Department stores.....	9	(D)	(D)	(D)	(D)	8	(D)	(D)
533	Limited price variety stores.....	15	3,580	627	331	201	14	(D)	(D)
539	Other general merchandise stores.....	11	(D)	(D)	(D)	(D)	12	2,467	252
54	Food stores.....	226	46,084	2,940	1,057	681	285	35,640	2,435
55 ex. 554	Automotive dealers.....	77	37,155	3,466	746	719	78	34,208	3,039
554	Gasoline service stations.....	138	12,137	1,055	384	300	125	9,310	638
56	Apparel, accessory stores.....	117	15,664	2,414	884	683	135	12,625	1,857
561, 567	Men's, boys' apparel stores, custom tailors.....	31	(D)	(D)	(D)	(D)	23	3,384	615
562, 563, 568	Women's clothing, specialty stores....	41	4,420	612	263	212	57	4,777	690
562	Ready-to-wear stores ⁵	22	3,371	475	215	174	20	3,666	554
565	Family clothing stores ⁵	6	(D)	(D)	(D)	(D)	7	(D)	(D)
566	Shoe stores.....	30	2,910	391	119	87	31	(D)	(D)
564, 569	Other apparel stores.....	9	284	24	14	12	11	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	80	12,541	2,543	533	506	82	13,900	2,316
5712	Furniture stores.....	20	(D)	(D)	(D)	(D)	16	6,726	1,327
5713-15, 19	Other home furnishings stores ⁴	15	(D)	(D)	(D)	(D)	9	754	152
572, 573	Household appliance, radio, TV, music stores.....	45	4,515	809	192	182	47	6,250	837
58	Eating, drinking places.....	278	14,879	2,863	1,444	1,131	273	14,595	2,612
5812	Eating places.....	185	9,718	2,233	1,226	954	157	7,882	1,836
5813	Drinking places.....	93	5,161	630	218	177	116	6,712	776
591	Drug stores, proprietary stores.....	47	8,352	1,096	428	325	46	5,909	(D)
59 ex. 591	Other retail stores ⁶	181	13,787	(D)	(D)	(D)	140	10,465	(D)
592	Liquor stores.....	30	3,287	248	87	58	14	1,948	(D)
594	Book, stationery stores.....	12	525	122	34	29	8	549	124
595	Sporting goods, bicycle stores.....	10	539	(D)	(D)	(D)	8	606	68
597	Jewelry stores.....	21	(D)	(D)	(D)	(D)	25	(D)	(D)
5992	Florists.....	17	1,002	174	61	50	13	(D)	(D)
5996	Camera, photographic supply stores....	5	(D)	(D)	(D)	(D)	5	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	25	2,071	662	310	281	20	2,056	685
783	Motion picture theaters.....	8	1,266	298	141	141	7	1,352	275

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
ROCKFORD STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,706	248,127	28,660	9,943	7,719	1,625	199,324	22,795
52	Lumber, building materials, hardware, farm equipment dealers.....	132	21,869	2,732	607	550	105	21,549	2,543
5251	Hardware stores.....	52	4,676	516	164	133	37	4,394	510
52 ex. 5251	Other.....	80	17,193	2,216	443	417	68	17,155	2,300
53 part ³	General merchandise group stores ³	54	29,683	4,721	1,957	1,370	41	20,477	3,230
531	Department stores.....	10	23,414	3,783	1,477	1,072	9	14,619	2,477
533	Limited price variety stores.....	18	3,976	691	366	223	16	3,135	483
539	Other general merchandise stores.....	18	(D)	247	114	75	16	2,723	270
54	Food stores.....	306	61,190	3,839	1,387	894	352	41,975	2,758
55 ex. 554	Automotive dealers.....	94	39,474	3,575	779	749	97	36,003	3,113
554	Gasoline service stations.....	217	18,247	1,544	571	435	172	12,217	819
56	Apparel, accessory stores.....	129	16,223	2,488	916	701	138	12,764	1,868
561, 567	Men's, boys' apparel stores, custom tailors ⁴	32	5,604	1,110	393	307	23	3,384	615
562, 563, 568	Women's clothing, specialty stores....	44	4,586	636	273	219	57	4,777	690
562	Ready-to-wear stores ⁵	25	3,537	499	181	18	20	3,666	554
565	Family clothing stores ⁵	8	2,613	295	102	69	9	970	(D)
566	Shoe stores.....	33	3,071	412	129	92	32	2,802	729
564, 569	Other apparel stores.....	12	349	(D)	(D)	(D)	11	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	93	13,026	2,601	551	523	107	14,776	2,393
5712	Furniture stores ⁴	22	6,399	1,408	266	255	21	6,972	1,361
5713-15, 19	Other home furnishings stores ⁴	21	1,934	366	89	83	9	754	152
572, 573	Household appliance, radio, TV, music stores.....	50	4,693	827	196	185	63	6,798	880
58	Eating, drinking places.....	386	20,382	3,827	2,056	1,606	356	19,144	3,527
5812	Eating places.....	262	13,153	2,933	1,734	1,357	206	10,541	2,569
5813	Drinking places.....	124	7,229	894	322	249	150	8,603	958
591	Drug stores, proprietary stores.....	57	9,437	1,217	478	366	50	6,265	885
59 ex. 591	Other retail stores ⁶	238	18,596	2,116	641	525	207	14,154	1,659
592	Liquor stores.....	38	4,631	368	117	82	18	2,328	124
594	Book, stationery stores.....	12	525	122	34	29	8	549	124
595	Sporting goods, bicycle stores.....	14	621	71	27	24	13	(D)	(D)
597	Jewelry stores.....	22	1,766	275	87	80	26	2,085	326
5992	Florists.....	17	1,002	174	61	50	14	897	172
5996	Camera, photographic supply stores....	7	1,170	167	38	36	6	851	114
SELECTED SERVICES									
7011, 7012	Hotels.....	25	2,071	662	310	281	20	2,056	685
783	Motion picture theaters.....	11	1,624	408	178	162	11	1,668	366

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF ROCKFORD, THE ENTIRE CITY, AND ROCKFORD STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
RETAIL STORES						
	Retail stores, total ³	2.3	17.5	25.0	24.5	33.3
52	Lumber, building materials, hardware, farm equipment dealers.....	-34.3	-10.6	-8.7	1.5	3.6
5251	Hardware stores.....	(D)	-22.8	(D)	6.4	(D)
52 ex. 5251	Other.....	(D)	-6.6	(D)	0.2	(D)
53 part ³	General merchandise group stores ³	15.5	39.8	153.4	45.0	158.7
531	Department stores.....	(D)	(D)	(D)	60.2	(D)
533	Limited price variety stores.....	(D)	(D)	(D)	26.8	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	30.2	29.3	29.2	45.8	46.6
55 ex. 554	Automotive dealers.....	-4.3	8.6	16.4	9.6	17.4
554	Gasoline service stations.....	68.5	30.4	29.4	49.4	...
56	Apparel, accessory stores.....	-5.0	24.1	143.2	27.1	49.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-19.5	(D)	(D)	65.6	60.6
562, 563, 568	Women's clothing, specialty stores.....	-4.8	-7.5	-23.2	-4.0	0.7
562	Ready-to-wear stores ⁵	-2.4	-8.0	-54.5	-3.5	-12.6
565	Family clothing stores ⁵	(D)	(D)	(D)	169.4	511.5
566	Shoe stores.....	-6.8	(D)	(D)	9.6	151.7
564, 569	Other apparel stores.....	-68.1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-27.6	-9.8	-2.7	-11.8	-6.1
5712	Furniture stores ⁴	(D)	(D)	(D)	-8.2	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	156.5	(D)
572, 573	Household appliance, radio, TV, music stores.....	-27.3	-27.8	-27.9	-31.0	-32.1
58	Eating, drinking places.....	-11.2	1.9	5.4	6.5	9.8
5812	Eating places.....	-8.4	23.3	37.2	24.8	34.6
5813	Drinking places.....	-21.9	-23.1	-23.2	-16.0	-15.5
591	Drug stores, proprietary stores.....	44.7	41.3	38.6	50.6	55.0
59 ex. 591	Other retail stores ⁶	-7.2	31.7	59.0	31.4	48.3
592	Liquor stores.....	(D)	68.7	(D)	98.9	(D)
594	Book, stationery stores.....	-4.1	-4.4	-4.9	-4.4	-4.9
595	Sporting goods, bicycle stores.....	(D)	-11.1	(D)	(D)	(D)
597	Jewelry stores.....	-2.3	(D)	(D)	-15.3	-79.3
5992	Florists.....	28.4	(D)	(D)	11.7	64.6
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	37.5	(D)
SELECTED SERVICES						
7011, 7012	Hotels.....	-23.0	0.7	14.9	0.7	14.9
783	Motion picture theaters.....	-24.4	-6.4	19.1	-2.6	17.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ROCKFORD AND OF ROCKFORD STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	28.7	33.0	23.4	28.5
52	Lumber, building materials, hardware, farm equipment dealers...	5.5	7.5	3.6	5.5
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	68.1	82.4	63.3	79.5
531	Department stores.....	(D)	(D)	70.8	(D)
533	Limited price variety stores.....	(D)	(D)	(D)	70.2
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	5.8	5.8	4.4	4.9
55 ex. 554	Automotive dealers.....	33.2	37.7	31.3	35.8
554	Gasoline service stations.....	3.0	2.5	2.2	1.9
56	Apparel, accessory stores.....	61.7	80.4	59.5	79.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	84.1	41.4	84.1
562, 563, 568	Women's clothing, specialty stores.....	87.9	85.5	84.8	85.5
562	Ready-to-wear stores ⁵	94.7	89.2	90.2	89.2
565	Family clothing stores ⁵	(D)	(D)	(D)	69.5
566	Shoe stores.....	67.9	(D)	64.4	75.7
564, 569	Other apparel stores.....	48.2	(D)	39.3	(D)
57	Furniture, home furnishings, equipment stores.....	22.8	28.4	22.0	26.8
5712	Furniture stores ⁴	(D)	(D)	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	25.4	25.2	24.4	23.2
58	Eating, drinking places.....	18.1	20.8	13.2	15.9
5812	Eating places.....	22.7	30.6	16.8	22.8
5813	Drinking places.....	9.5	9.4	6.8	7.3
591	Drug stores, proprietary stores.....	46.2	45.2	40.9	42.6
59 ex. 591	Other retail stores ⁶	29.0	41.2	21.5	30.4
592	Liquor stores.....	8.2	(D)	5.8	(D)
594	Book, stationery stores.....	66.7	66.5	66.7	66.5
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	(D)	(D)	95.9	83.1
5992	Florists.....	36.4	(D)	36.4	56.9
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ROCKFORD, THE ENTIRE CITY, AND ROCKFORD STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators).

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.3	2.1	7.0	9.2	8.8	10.8
5251	Hardware stores.....	(D)	(D)	1.5	2.3	1.9	2.2
52 ex. 5251	Other.....	(D)	(D)	5.5	6.9	6.9	8.6
53 part ³	General merchandise group stores ³	32.4	28.7	13.6	11.5	12.0	10.3
531	Department stores.....	28.5	(D)	(D)	(D)	9.4	7.3
533	Limited price variety stores.....	(D)	3.9	1.8	(D)	1.6	1.6
539	Other general merchandise stores.....	(D)	(D)	(D)	1.4	(D)	1.4
54	Food stores.....	4.6	3.6	22.8	20.7	24.7	21.2
55 ex. 554	Automotive dealers.....	21.3	22.7	18.4	19.9	15.9	18.1
554	Gasoline service stations.....	0.7	0.4	6.0	5.4	7.4	6.1
56	Apparel, accessory stores.....	16.6	17.9	7.7	7.3	6.5	6.3
561, 567	Men's, boys' apparel stores, custom tailors.....	4.0	5.0	(D)	2.0	2.3	1.7
562, 563, 568	Women's clothing, specialty stores....	6.7	7.2	2.2	2.8	1.8	2.4
562	Ready-to-wear stores ³	5.5	5.8	1.7	2.1	1.4	1.8
565	Family clothing stores ³	(D)	1.2	(D)	(D)	1.1	0.5
566	Shoe stores.....	3.4	0.8	1.4	(D)	1.2	(D)
564, 569	Other apparel stores.....	0.2	3.7	0.1	(D)	0.1	1.4
57	Furniture, home furnishings, equipment stores.....	4.9	7.0	6.2	8.7	5.2	7.4
5712	Furniture stores ⁴	(D)	(D)	(D)	3.9	2.6	3.5
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	0.4	0.8	0.4
572, 573	Household appliance, radio, TV, music stores.....	2.0	2.8	2.2	3.6	1.9	3.4
58	Eating, drinking places.....	4.6	5.4	7.4	8.5	8.2	9.6
5812	Eating places.....	3.8	4.3	4.8	4.6	5.3	5.3
5813	Drinking places.....	0.8	1.1	2.6	3.9	2.9	4.3
591	Drug stores, proprietary stores.....	6.6	4.7	4.1	3.4	3.8	3.1
59 ex. 591	Other retail stores ⁶	6.9	7.6	6.8	6.1	7.5	7.1
592	Liquor stores.....	0.5	(D)	1.6	1.1	1.9	1.2
594	Book, stationery stores.....	0.6	0.6	0.3	0.3	0.2	0.3
595	Sporting goods, bicycle stores.....	(D)	(D)	0.3	0.4	0.3	(D)
597	Jewelry stores.....	2.9	3.1	(D)	(D)	0.7	1.0
5992	Florists.....	0.6	0.9	0.5	(D)	0.4	0.5
5996	Camera, photographic supply stores....	(D)	(D)	(D)	(D)	0.5	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ROCKFORD STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the stores in the area bounded by East Jefferson St., North 3rd, South 3rd, Kishwaukee St., Walnut St., and the east bank of the Rockford River

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	7
	Number.....	69	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	15,961	56	Apparel, accessory stores ²	8
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	5
	Number.....	33	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	4,018	562	Ready-to-wear stores ³
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ²
	Number.....	17	566	Shoe stores.....	3
	Sales.....(\$1,000)...	2,124	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	19	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	9,819	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	69	58	Eating, drinking places.....	24
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	14
5251	Hardware stores.....	1	5813	Drinking places.....	10
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	9
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	3	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	7	597	Jewelry stores.....	1
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

MRC No. 2.—Includes the planned center known as "Meadow Mart Shopping Center" bounded by North Second St., Windsor Road, North First St., Theodore St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	12	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	4,602	56	Apparel, accessory stores ²	2
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	4	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³	1
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ²
	Number.....	5	566	Shoe stores.....	1
	Sales.....(\$1,000)...	1,398	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	3	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	12	58	Eating, drinking places.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	...
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	1
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	3	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ROCKFORD STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "North Towne Shopping Center" on North Main St., from Riverside Blvd. to Broadway

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	22	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	6,917			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	6
	Number.....	8	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores....	2
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³
56, 57	Number.....	12	565	Family clothing stores ³
	Sales.....(\$1,000)...	2,786	566	Shoe stores.....	2
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	1
	Number.....	2	57	Furniture, home furnishings, equipment stores.....	2
	Sales.....(\$1,000)...	(D)	5712	Furniture stores.....	1
		Number of establishments	5713-15, 19	Other home furnishings stores.....	...
	Retail stores, total ²	22	572, 5732	Household appliance, radio, TV, music stores.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	58	Eating, drinking places.....	2
5251	Hardware stores.....	1	5812	Eating places.....	...
52 ex. 5251	Other.....	...	5813	Drinking places.....	2
53 part ²	General merchandise group stores ^{1 2}	4	591	Drug stores, proprietary stores.....	2
531	Department stores.....	1	59 ex. 591	Other retail stores ⁶	1
533	Limited price variety stores.....	2	592	Liquor stores.....	...
539	Other general merchandise stores.....	1	594	Book, stationery stores.....	...
			595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	4	5996	Camera, photographic supply stores....	...

MRC No. 4.—Includes the planned center known as "Rockford Plaza Shopping Center" and the stores on Charles St. from Hollister Ave. to 19th St. and on the 600 Block of Hollister Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	29	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	9,003			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	7
	Number.....	5	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores....	3
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³	2
56, 57	Number.....	12	565	Family clothing stores ³
	Sales.....(\$1,000)...	4,820	566	Shoe stores.....	2
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	1
	Number.....	12	57	Furniture, home furnishings, equipment stores.....	3
	Sales.....(\$1,000)...	(D)	5712	Furniture stores.....	1
		Number of establishments	5713-15, 19	Other home furnishings stores.....	2
	Retail stores, total ²	29	572, 5732	Household appliance, radio, TV, music stores.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	1	58	Eating, drinking places.....	1
5251	Hardware stores.....	1	5812	Eating places.....	1
52 ex. 5251	Other.....	...	5813	Drinking places.....	...
53 part ²	General merchandise group stores ^{1 2}	2	591	Drug stores, proprietary stores.....	1
531	Department stores.....	1	59 ex. 591	Other retail stores ⁶	5
533	Limited price variety stores.....	1	592	Liquor stores.....	...
539	Other general merchandise stores.....	...	594	Book, stationery stores.....	...
			595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	3	5996	Camera, photographic supply stores....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).-- Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).-- Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).-- Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).-- Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).-- Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).-- Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).-- Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).-- Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).-- Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Sacramento,
Calif., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

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William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

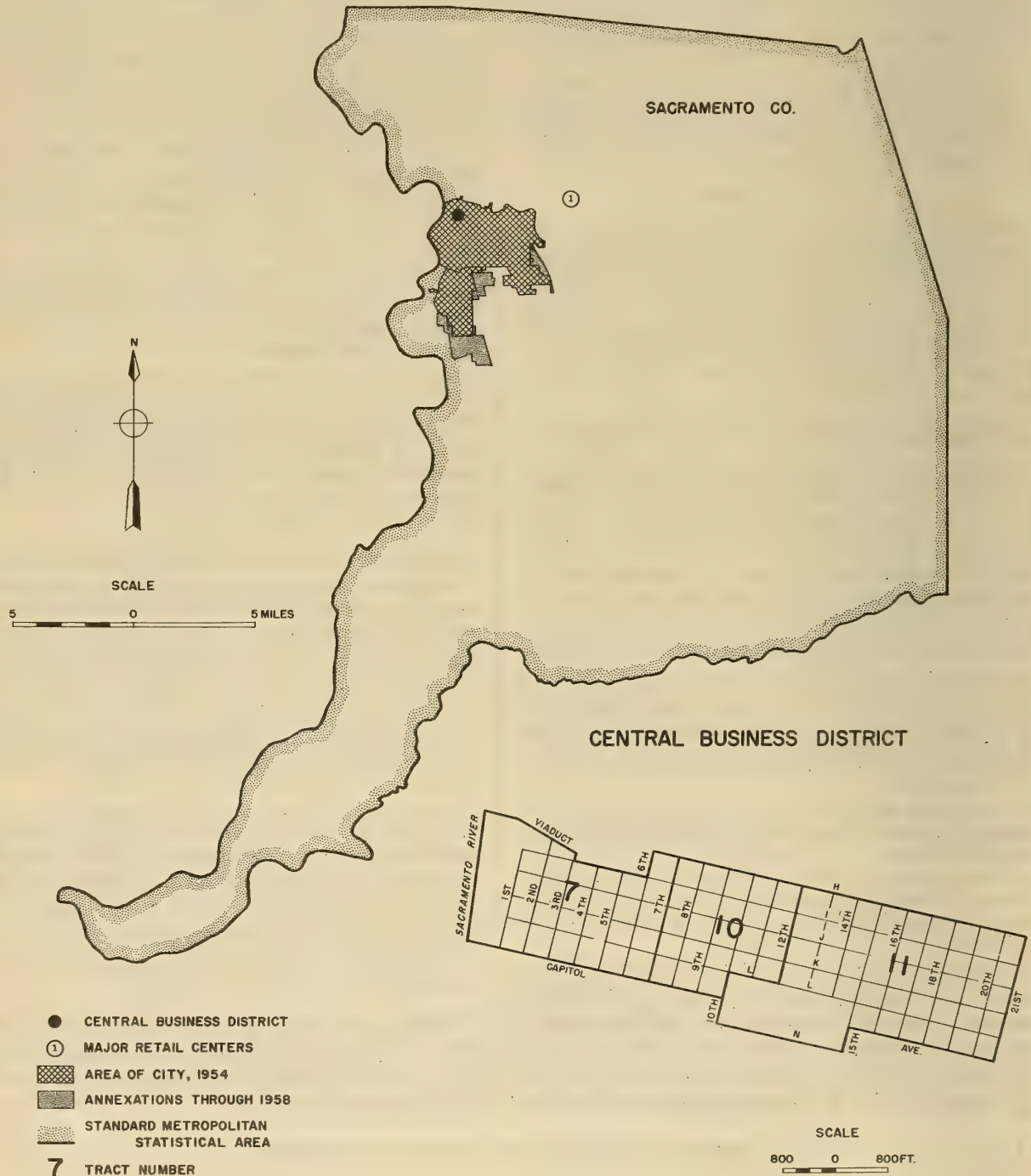
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

SACRAMENTO, CALIF.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SACRAMENTO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	666	159,673	23,528	8,317	7,007	752	145,659	22,183
52	Lumber, building materials, hardware, farm equipment dealers.....	5	827	141	38	33	14	2,478	266
5251	Hardware stores.....	3	(D)	(D)	(D)	(D)	8	1,536	181
52 ex. 5251	Other.....	2	(D)	(D)	(D)	(D)	6	942	85
53 part ³	General merchandise group stores ³	21	36,314	5,667	2,173	1,543	17	35,842	5,964
531	Department stores.....	3	(D)	(D)	(D)	(D)	5	(D)	(D)
533	Limited price variety stores.....	3	4,285	893	397	255	4	3,682	62
539	Other general merchandise stores.....	15	(D)	(D)	(D)	(D)	8	(D)	(D)
54	Food stores.....	51	7,268	540	203	169	68	6,458	430
55 ex. 554	Automotive dealers.....	31	36,901	4,456	1,560	1,478	37	32,087	3,597
554	Gasoline service stations.....	23	3,001	312	116	82	21	2,092	251
56	Apparel, accessory stores.....	98	19,013	2,572	864	670	108	18,077	2,725
561, 567	Men's, boys' apparel stores, custom tailors ⁴	23	4,237	609	148	120	28	4,045	526
562, 563, 568	Women's clothing, specialty stores....	35	7,970	1,120	417	318	34	6,871	32
562	Ready-to-wear stores ⁵	26	7,413	1,036	387	291	21	6,064	1,034
565	Family clothing stores ⁵	8	2,641	313	143	125	5	2,265	375
566	Shoe stores.....	29	4,051	518	150	104	29	4,104	550
564, 569	Other apparel stores.....	1	(D)	(D)	(D)	(D)	9	723	126
57	Furniture, home furnishings, equipment stores.....	40	20,291	3,072	900	884	51	16,863	2,808
5712	Furniture stores ⁴	9	(D)	(D)	(D)	(D)	8	10,922	1,915
5713-15, 19	Other home furnishings stores ⁴	12	708	122	32	26	9	928	227
572, 573	Household appliance, radio, TV, music stores.....	19	(D)	(D)	(D)	(D)	30	4,979	666
58	Eating, drinking places.....	236	16,173	4,094	1,686	1,471	281	14,826	3,937
5812	Eating places.....	146	11,752	3,281	1,346	1,178	158	10,049	2,896
5813	Drinking places.....	90	4,421	813	340	293	123	4,777	1,041
591	Drug stores, proprietary stores.....	13	5,790	684	168	124	20	5,503	657
59 ex. 591	Other retail stores ⁶	148	14,095	1,990	609	553	135	11,433	1,548
592	Liquor stores.....	18	1,711	83	29	25	18	1,222	111
594	Book, stationery stores.....	4	1,830	259	74	71	11	1,423	177
595	Sporting goods, bicycle stores.....	4	363	37	15	14	4	539	45
597	Jewelry stores.....	42	4,973	837	198	187	27	3,320	609
5992	Florists.....	5	190	22	8	6	5	262	38
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	4	1,465	213
SELECTED SERVICES									
7011, 7012	Hotels.....	103	4,066	1,366	541	455	101	4,405	1,629
783	Motion picture theaters.....	12	2,027	455	172	156	13	2,566	498

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$933,000, of which \$233,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SACRAMENTO, CALIF., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958¹
CITY OF SACRAMENTO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ²				
		Establishments ³	Sales ³	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15	
					Total	Full workweek
		(number)	(\$1,000)	(\$1,000)	(number)	(number)
RETAIL STORES						
	Retail stores, total ⁴	2,073	351,438	42,844	14,266	12,008
52	Lumber, building materials, hardware, farm equipment dealers.....	100	27,590	2,541	594	554
5251	Hardware stores.....	31	2,929	349	93	78
52 ex. 5251	Other.....	69	24,661	2,192	501	476
53 part ⁴	General merchandise group stores ⁴	70	39,851	6,026	2,335	1,666
531	Department stores.....	4	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	28	5,817	1,053	480	316
539	Other general merchandise stores.....	20	(D)	(D)	(D)	(D)
54	Food stores.....	317	72,145	4,956	1,415	1,113
55 ex. 554	Automotive dealers.....	114	59,221	6,674	2,049	1,952
554	Gasoline service stations.....	245	23,626	2,265	849	628
56	Apparel, accessory stores.....	147	23,506	3,133	1,070	821
561, 567	Men's, boys' apparel stores, custom tailors.....	30	4,696	637	156	127
562, 563, 568	Women's clothing, specialty stores....	52	9,418	1,355	512	383
562	Ready-to-wear stores ⁵	34	8,609	1,242	469	347
565	Family clothing stores ⁵	13	3,631	439	178	155
566	Shoe stores.....	38	5,065	647	193	134
564, 569	Other apparel stores.....	6	520	55	31	22
57	Furniture, home furnishings, equipment stores.....	146	36,062	5,236	1,384	1,348
5712	Furniture stores.....	37	21,709	3,105	891	864
5713-15, 19	Other home furnishings stores.....	34	3,225	697	146	134
572, 573	Household appliance, radio, TV, music stores.....	75	11,128	1,434	347	350
58	Eating, drinking places.....	535	31,423	7,435	3,100	2,691
5812	Eating places.....	348	22,564	5,948	2,513	2,208
5813	Drinking places.....	187	8,859	1,487	587	483
591	Drug stores, proprietary stores.....	71	12,387	1,430	439	337
59 ex. 591	Other retail stores ⁶	328	25,627	3,148	1,031	898
592	Liquor stores.....	45	3,977	172	73	54
594	Book, stationery stores.....	12	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	22	1,337	148	49	44
597	Jewelry stores.....	52	5,173	838	199	188
SELECTED SERVICES						
7011, 7012	Hotels.....	127	5,705	2,009	876	720
783	Motion picture theaters.....	19	3,080	674	262	235

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Comparable 1954 data for city of Sacramento not available.²Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."³All 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.⁴Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SACRAMENTO STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	3,670	610,584	68,089	22,378	18,284	3,504	442,374	50,926
52	Lumber, building materials, hardware, farm equipment dealers.....	214	43,651	4,023	988	919	200	36,325	3,418
5251	Hardware stores.....	69	6,914	708	209	177	65	6,505	664
52 ex. 5251	Other.....	145	36,737	3,315	779	742	135	29,820	2,754
53 part ³	General merchandise group stores ³	120	75,088	10,847	3,959	2,906	121	47,635	7,219
531	Department stores.....	6	52,875	8,015	2,770	2,077	7	33,869	5,588
533	Limited price variety stores.....	56	9,840	1,585	727	480	61	7,217	1,010
539	Other general merchandise stores.....	30	(D)	(D)	(D)	(D)	49	6,509	621
54	Food stores.....	603	150,053	10,071	2,976	2,300	669	113,632	7,750
55 ex. 554	Automotive dealers.....	223	102,077	10,329	2,770	2,644	193	66,601	6,790
554	Gasoline service stations.....	447	44,955	3,908	1,531	1,124	389	29,706	2,545
56	Apparel, accessory stores.....	237	33,457	4,285	1,498	1,148	242	24,727	3,349
561, 567	Men's, boys' apparel stores, custom tailors ⁴	41	6,300	825	202	160	37	4,647	595
562, 563, 568	Women's clothing, specialty stores....	88	13,661	1,859	720	542	82	9,579	1,406
562	Ready-to-wear stores ⁵	56	12,313	1,707	662	494	49	8,254	1,251
565	Family clothing stores ⁵	20	4,490	525	220	186	14	2,767	413
566	Shoe stores.....	58	7,046	912	283	203	64	5,644	716
564, 569	Other apparel stores.....	14	(D)	164	73	57	29	1,864	219
57	Furniture, home furnishings, equipment stores.....	247	46,009	6,361	1,701	1,616	241	40,714	5,391
5712	Furniture stores ⁴	74	25,322	3,471	988	951	44	22,730	3,145
5713-15, 19	Other home furnishings stores ⁴	46	4,048	828	178	162	31	2,959	669
572, 573	Household appliance, radio, TV, music stores.....	127	16,639	2,062	535	503	136	14,595	1,577
58	Eating, drinking places.....	877	49,972	11,237	4,724	4,031	820	37,111	9,166
5812	Eating places.....	596	36,573	9,050	3,826	3,324	504	24,688	6,681
5813	Drinking places.....	281	13,399	2,187	898	707	316	12,423	2,485
591	Drug stores, proprietary stores.....	115	23,644	2,520	735	581	103	13,992	1,558
59 ex. 591	Other retail stores ⁶	557	41,678	4,508	1,496	1,315	526	31,931	3,740
592	Liquor stores.....	76	6,287	258	110	84	53	3,692	208
594	Book, stationery stores.....	15	3,090	477	162	148	21	2,108	292
595	Sporting goods, bicycle stores.....	53	2,635	233	77	69	28	1,705	169
597	Jewelry stores.....	68	6,681	1,020	255	239	48	3,826	655
5992	Florists.....	37	1,330	170	64	56	29	783	92
5996	Camera, photographic supply stores....	9	1,375	244	134	132	9	1,836	308
SELECTED SERVICES									
7011, 7012	Hotels.....	135	7,390	2,540	1,059	895	126	6,305	2,247
783	Motion picture theaters.....	32	(D)	919	374	331	37	5,225	926

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SACRAMENTO AND SACRAMENTO STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹		
		Central business district	Entire standard metropolitan statistical area	Standard metro- politan statistical area less central business district
	RETAIL STORES			
	Retail stores, total ³	9.6	38.0	52.0
52	Lumber, building materials, hardware, farm equipment dealers.....	-66.6	20.2	26.5
5251	Hardware stores.....	(D)	6.3	(D)
52 ex. 5251	Other.....	(D)	23.2	(D)
53 part ³	General merchandise group stores ³	1.3	57.6	228.8
531	Department stores.....	(D)	56.1	(D)
533	Limited price variety stores.....	16.4	36.3	57.1
539	Other general merchandise stores.....	(D)	(D)	(D)
54	Food stores.....	12.5	32.1	33.2
55 ex. 554	Automotive dealers.....	15.0	53.3	88.8
554	Gasoline service stations.....	43.5	51.3	51.9
56	Apparel, accessory stores.....	5.2	35.3	117.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.7	35.6	242.7
562, 563, 568	Women's clothing, specialty stores.....	16.0	42.6	110.2
562	Ready-to-wear stores ⁵	22.2	49.2	123.7
565	Family clothing stores ⁵	16.6	62.3	268.3
566	Shoe stores.....	-1.3	35.3	94.5
564, 569	Other apparel stores.....	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	20.3	13.0	7.8
571.2	Furniture stores ⁴	(D)	11.4	(D)
571.3-15, 19	Other home furnishings stores ⁴	-23.7	36.8	64.5
572, 573	Household appliance, radio, TV, music stores.....	(D)	14.0	(D)
58	Eating, drinking places.....	9.1	34.7	51.7
581.2	Eating places.....	16.9	48.1	69.6
581.3	Drinking places.....	-7.5	7.9	17.4
591	Drug stores, proprietary stores.....	5.2	69.0	110.3
59 ex. 591	Other retail stores ⁶	23.3	30.5	34.6
592	Liquor stores.....	40.0	70.3	85.3
594	Book, stationery stores.....	28.6	46.6	83.9
595	Sporting goods, bicycle stores.....	-32.7	54.5	94.9
597	Jewelry stores.....	49.8	74.6	237.5
599.2	Florists.....	-27.5	70.0	118.8
599.6	Camera, photographic supply stores.....	(D)	-25.1	(D)
	SELECTED SERVICES			
701.1, 701.2	Hotels.....	-7.7	17.2	74.9
783	Motion picture theaters.....	-21.0	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent change.⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES—CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
SACRAMENTO, 1958, AND OF SACRAMENTO STANDARD METROPOLITAN STATISTICAL AREA, 1958 AND 1954

SIC code	Kind of business	Percent of city sales in central business district, 1958 ¹	Percent of standard metropolitan statistical area sales in central business district ¹	
			1958	1954
	RETAIL STORES			
	Retail stores, total ³	45.4	26.2	33.6
52	Lumber, building materials, hardware, farm equipment dealers...	3.0	1.9	6.8
5251	Hardware stores.....	(D)	(D)	23.6
52 ex. 5251	Other.....	(D)	(D)	3.2
53 part ³	General merchandise group stores ³	91.1	48.4	75.2
531	Department stores.....	(D)	(D)	(D)
533	Limited price variety stores.....	73.7	43.5	51.0
539	Other general merchandise stores.....	(D)	(D)	(D)
54	Food stores.....	10.1	4.8	5.7
55 ex. 554	Automotive dealers.....	62.3	36.2	48.2
554	Gasoline service stations.....	12.7	6.7	7.0
56	Apparel, accessory stores.....	80.9	56.8	73.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	90.2	67.3	87.0
562, 563, 568	Women's clothing, specialty stores.....	84.6	58.3	71.7
562	Ready-to-wear stores ⁵	86.1	60.2	73.5
565	Family clothing stores ⁵	72.7	58.8	81.9
566	Shoe stores.....	80.0	57.5	72.7
564, 569	Other apparel stores.....	(D)	(D)	38.8
57	Furniture, home furnishings, equipment stores.....	56.3	44.1	48.5
5712	Furniture stores ⁴	(D)	(D)	60.7
5713-15, 19	Other home furnishings stores ⁴	22.0	17.5	31.4
572, 573	Household appliance, radio, TV, music stores.....	(D)	(D)	34.1
58	Eating, drinking places.....	51.5	32.4	40.0
5812	Eating places.....	52.1	32.1	40.7
5813	Drinking places.....	49.9	33.0	38.5
591	Drug stores, proprietary stores.....	46.7	24.5	39.3
59 ex. 591	Other retail stores ⁶	55.0	33.8	35.8
592	Liquor stores.....	43.0	27.2	33.1
594	Book, stationery stores.....	(D)	59.2	67.5
595	Sporting goods, bicycle stores.....	27.2	13.8	31.6
597	Jewelry stores.....	96.1	74.4	86.8
5992	Florists.....	(NA)	14.3	33.5
5996	Camera, photographic supply stores.....	(NA)	(D)	79.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SACRAMENTO, THE ENTIRE CITY (1958 ONLY), AND SACRAMENTO STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city, 1958 ¹	Standard metropolitan statistical area ¹	
		1958	1954		1958	1954
	RETAIL STORES					
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	0.5	1.7	7.8	7.1	8.2
5251	Hardware stores.....	(D)	1.1	1.2	1.1	1.5
52 ex. 5251	Other.....	(D)	0.6	6.6	6.0	6.7
53 part ³	General merchandise group stores ³	22.7	24.6	9.6	12.3	10.8
531	Department stores.....	(D)	(D)	(D)	8.7	7.7
533	Limited price variety stores.....	2.7	2.5	1.4	1.6	1.6
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	1.5
54	Food stores.....	4.7	4.4	21.8	24.6	25.7
55 ex. 554	Automotive dealers.....	23.1	22.0	16.8	16.7	15.0
554	Gasoline service stations.....	1.9	1.4	7.0	7.4	6.7
56	Apparel, accessory stores.....	11.9	12.4	7.0	5.5	5.6
561, 567	Men's, boys' apparel stores, custom tailors.....	2.7	2.8	1.3	1.0	1.1
562, 563, 568	Women's clothing, specialty stores....	5.0	4.7	2.9	2.2	2.2
562	Ready-to-wear stores.....	4.6	4.2	2.6	2.0	1.9
565	Family clothing stores ³	1.7	1.6	0.9	0.7	0.6
566	Shoe stores.....	2.5	2.8	1.6	1.2	1.3
564, 569	Other apparel stores.....	(D)	0.5	0.2	(D)	0.4
57	Furniture, home furnishings, equipment stores.....	12.7	11.6	9.7	7.5	9.2
5712	Furniture stores ⁴	(D)	7.5	5.5	4.1	5.1
5713-15, 19	Other home furnishings stores ⁴	0.4	0.6	0.8	0.7	0.7
572, 573	Household appliance, radio, TV, music stores.....	(D)	3.4	3.4	2.7	3.3
58	Eating, drinking places.....	10.1	10.2	8.8	8.2	8.4
5812	Eating places.....	7.4	6.9	6.5	6.0	5.6
5813	Drinking places.....	2.7	3.3	2.3	2.2	2.8
591	Drug stores, proprietary stores.....	3.6	3.8	4.5	3.9	3.2
59 ex. 591	Other retail stores ⁶	8.8	7.9	7.0	6.8	7.2
592	Liquor stores.....	1.1	0.8	1.1	1.0	0.8
594	Book, stationery stores.....	1.1	1.0	(D)	0.5	0.5
595	Sporting goods, bicycle stores.....	0.2	0.4	0.4	3.4	0.4
597	Jewelry stores.....	3.1	2.3	1.6	1.1	0.9
5992	Florists.....	0.1	0.2	0.2	0.2	0.2
5996	Camera, photographic supply stores....	(D)	1.0	0.3	0.2	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE SACRAMENTO STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.--Includes the planned center known as "Country Club Centre" and other stores in the area bounded by Sunview Ave., Butano Dr., El Camino Ave., Watt Ave., and St. Matthews Dr.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	68	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	25,331	56	Apparel, accessory stores ²	17
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	7
	Number.....	26	562	Ready-to-wear stores ²	5
	Sales.....(\$1,000)...	7,844	565	Family clothing stores ²	2
			566	Shoe stores.....	4
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	2
	Number.....	25	57	Furniture, home furnishings, equipment stores.....	2
	Sales.....(\$1,000)...	14,999	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	...
	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	2
	Number.....	17			
	Sales.....(\$1,000)...	2,488			
		Number of establishments			
52	Retail stores, total ³	68	58	Eating, drinking places.....	11
	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	9
	Hardware stores.....	1	5813	Drinking places.....	2
	Other.....	2	591	Drug stores, proprietary stores.....	3
5251 52 ex. 5251	General merchandise group stores ² ³	6	59 ex. 591	Other retail stores ⁶	8
	Department stores.....	2	592	Liquor stores.....	2
	Limited price variety stores.....	2	594	Book, stationery stores.....	...
	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	1
539			597	Jewelry stores.....	1
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1
54	Food stores.....	12			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS
WASHINGTON, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

St. Louis, Mo.-Ill., Area

1958 Census of Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, St. Louis, Mo.—Ill., Area—BC58-CBD72

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

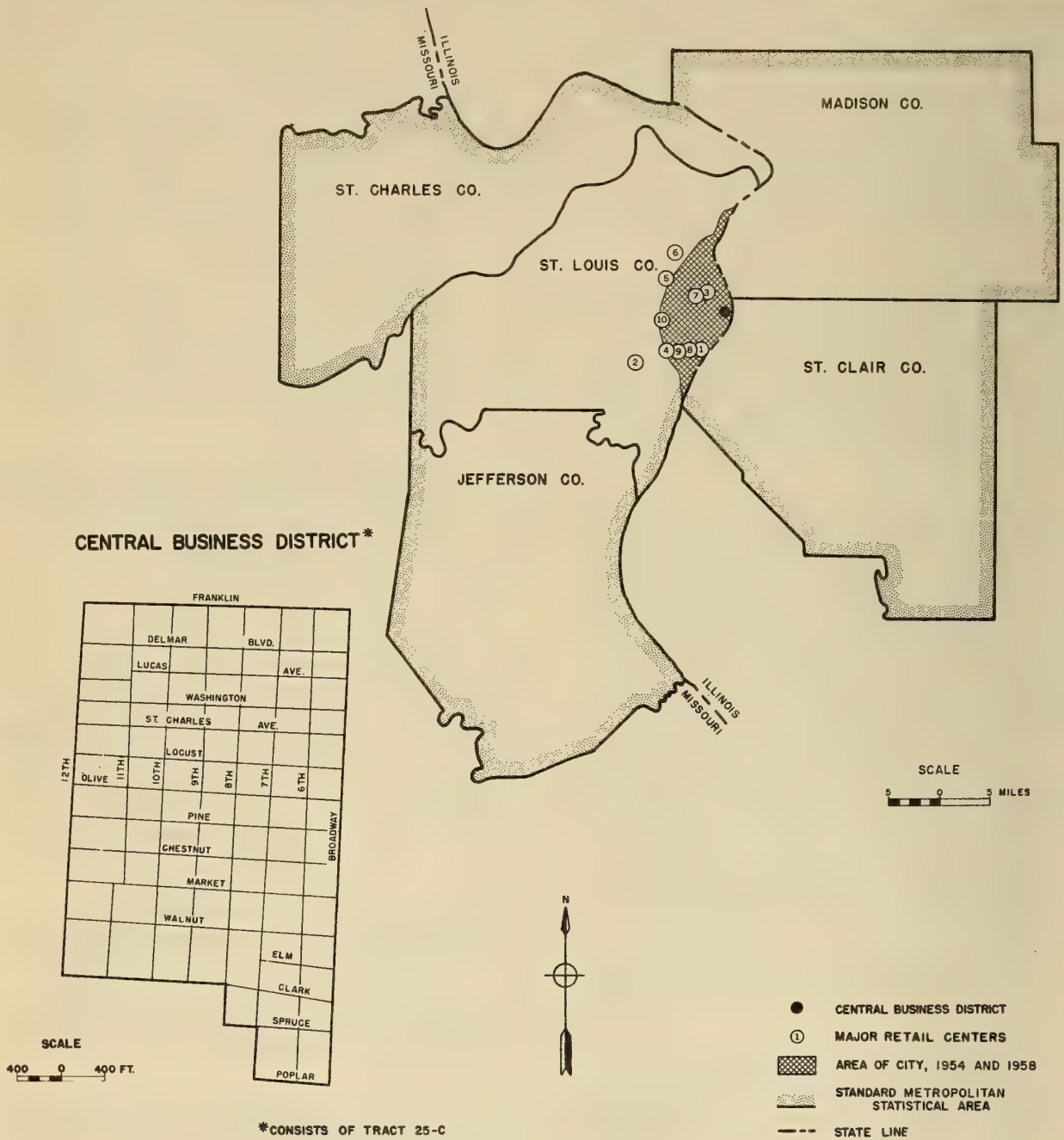
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

ST. LOUIS, MO. - ILL. STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF ST. LOUIS

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	588	234,812	59,094	20,929	17,560	609	242,794	48,766
52	Lumber, building materials, hardware, farm equipment dealers.....	9	1,679	238	70	56	5	1,581	227
5251	Hardware stores.....	1	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	8	(D)	(D)	(D)	(D)	5	1,581	227
53 part ²	General merchandise group stores ^{2 3}	14	126,232	39,784	14,149	11,755	14	138,931	27,833
531	Department stores.....	3	118,974	38,326	13,377	11,347	3	129,966	26,028
533	Limited price variety stores.....	4	6,268	1,357	726	372	5	7,415	1,423
539	Other general merchandise stores.....	7	990	101	46	36	6	1,550	382
54	Food stores.....	53	6,533	715	231	196	47	7,088	837
55 ex. 554	Automotive dealers.....	1	(D)	(D)	(D)	(D)
554	Gasoline service stations.....	8	566	52	18	15	5	201	23
56	Apparel, accessory stores.....	119	33,069	5,623	1,943	1,619	148	37,697	7,122
561, 567	Men's, boys' apparel stores, custom tailors ⁴	40	9,034	1,689	486	427	24	11,854	2,420
562, 563, 568	Women's clothing, specialty stores....	35	12,603	2,064	738	623	36	14,492	2,532
562	Ready-to-wear stores ⁵	24	11,332	1,829	661	565	19	12,670	2,226
565	Family clothing stores ⁵	5	(D)	(D)	(D)	(D)	7	2,185	401
566	Shoe stores.....	36	5,511	911	288	225	42	5,625	893
564, 569	Other apparel stores.....	3	(D)	(D)	(D)	(D)	35	3,485	876
57	Furniture, home furnishings, equipment stores.....	29	24,149	4,093	1,084	957	35	18,773	4,171
5712	Furniture stores ⁴	11	19,058	3,202	814	743	14	14,319	3,020
5713-15, 19	Other home furnishings stores ⁴	3	182	40	16	14	6	375	87
572, 573	Household appliance, radio, TV, music stores.....	15	4,909	851	254	200	15	4,079	1,064
58	Eating, drinking places.....	168	15,370	4,264	2,018	1,724	192	15,344	4,407
5812	Eating places.....	106	12,372	3,800	1,781	1,517	120	12,281	3,783
5813	Drinking places.....	62	2,998	464	237	207	72	3,063	624
591	Drug stores, proprietary stores.....	11	4,609	694	255	240	10	4,409	725
59 ex. 591	Other retail stores ⁶	176	(D)	(D)	(D)	(D)	153	18,770	3,421
592	Liquor stores.....	7	1,037	60	15	15	7	1,280	92
594	Book, stationery stores.....	14	1,628	314	69	62	6	1,337	278
595	Sporting goods, bicycle stores.....
597	Jewelry stores.....	46	7,960	1,360	394	354	51	8,672	1,621
5992	Florists.....	5	353	55	22	19	7	493	104
5996	Camera, photographic supply stores....	5	(D)	(D)	(D)	(D)	5	1,512	186
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	29	7,977	3,102	1,781	1,704	23	9,470	3,622
783	Motion picture theaters.....	7	1,529	486	236	199	9	2,707	754

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$3,909,000 of which \$1,210,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

ST. LOUIS, MO.-ILL., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF ST. LOUIS

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	9,363	1,138,363	158,379	57,807	47,361	9,695	1,130,491	145,980
52	Lumber, building materials, hardware, farm equipment dealers.....	353	39,917	5,218	1,267	1,151	302	49,078	6,768
5251	Hardware stores.....	145	11,053	1,464	441	378	153	14,339	2,013
52 ex. 5251	Other.....	208	28,864	3,754	826	773	149	34,739	4,755
53 part ²	General merchandise group stores ² 3.....	253	210,581	51,298	18,676	14,646	267	214,299	37,858
531	Department stores.....	11	175,763	45,777	15,928	12,987	10	183,632	32,679
533	Limited price variety stores.....	87	21,283	4,099	2,188	1,216	95	19,278	3,666
539	Other general merchandise stores.....	121	(D)	1,422	560	443	160	11,341	1,513
54	Food stores.....	2,322	252,434	17,843	6,241	4,429	2,617	230,919	16,890
55 ex. 554	Automotive dealers.....	370	170,855	15,225	4,027	3,843	375	199,555	18,167
554	Gasoline service stations.....	815	67,904	6,405	2,498	2,119	704	54,193	5,232
56	Apparel, accessory stores.....	623	86,207	12,259	4,307	3,446	707	76,085	12,346
561, 567	Men's, boys' apparel stores, custom tailors ⁴	117	19,431	3,140	849	727	80	18,825	3,555
562, 563, 568	Women's clothing, specialty stores....	208	29,205	4,419	1,746	1,436	250	30,720	4,866
562	Ready-to-wear stores ⁵	123	25,321	3,889	1,537	1,297	166	27,520	4,416
565	Family clothing stores ⁵	68	15,557	1,969	774	587	58	7,602	1,131
566	Shoe stores.....	175	17,148	2,313	772	573	204	13,058	1,680
564, 569	Other apparel stores.....	33	4,462	418	166	123	87	5,516	1,114
57	Furniture, home furnishings, equipment stores.....	484	70,823	10,342	2,739	2,461	493	78,544	12,143
5712	Furniture stores ⁴	173	43,454	6,500	1,638	1,475	150	51,859	8,355
5713-15, 19	Other home furnishings stores ⁴	115	5,776	894	253	240	81	5,445	963
572, 573	Household appliance, radio, TV, music stores.....	196	21,593	2,948	848	746	188	19,784	2,825
58	Eating, drinking places.....	2,566	111,077	23,815	12,494	10,652	2,682	105,487	20,962
5812	Eating places.....	1,224	71,585	19,516	10,055	8,522	1,141	61,320	15,718
5813	Drinking places.....	1,342	39,492	4,299	2,439	2,130	1,533	44,039	5,244
591	Drug stores, proprietary stores.....	371	42,454	5,318	2,182	1,762	386	38,644	5,116
59 ex. 591	Other retail stores ⁶	1,206	86,111	10,656	3,376	2,852	1,162	83,687	10,498
592	Liquor stores.....	194	23,842	1,374	477	393	178	19,429	951
594	Book, stationery stores.....	43	3,184	528	135	115	27	3,663	682
595	Sporting goods, bicycle stores.....	38	1,578	112	31	27	36	1,320	80
597	Jewelry stores.....	125	11,263	1,893	556	492	138	11,986	2,174
5992	Florists.....	106	5,259	998	382	302	98	5,737	1,137
5996	Camera, photographic supply stores....	21	3,443	407	111	102	19	3,717	428
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	153	30,183	11,166	5,381	4,853	135	30,834	11,718
783	Motion picture theaters.....	40	(D)	(D)	(D)	(D)	58	8,708	2,360

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab-lish-ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	18,334	2,331,275	282,928	102,403	81,211	18,439	2,051,508	239,592
52	Lumber, building materials, hardware, farm equipment dealers.....								
5251	Hardware stores.....	987	124,992	15,177	3,728	3,367	848	126,225	16,030
52 ex. 5251	Other.....	376	27,882	3,308	1,014	868	347	27,827	3,541
		611	97,110	11,869	2,714	2,499	501	98,398	12,489
53 part ²	General merchandise group stores ^{2 3}	548	338,705	68,298	26,074	19,958	552	283,944	47,039
531	Department stores.....	25	262,749	57,009	20,702	16,632	17	218,208	37,188
533	Limited price variety stores.....	198	42,543	7,558	3,929	2,277	188	29,825	6,125
539	Other general merchandise stores.....	249	(D)	3,731	1,443	1,049	345	31,476	3,726
54	Food stores.....	4,048	617,354	44,315	15,444	10,334	4,567	510,655	36,518
55 ex. 554	Automotive dealers.....	875	362,465	32,754	7,971	7,580	805	371,396	34,184
554	Gasoline service stations.....	2,096	175,138	15,827	5,791	4,604	1,828	130,319	11,687
56	Apparel, accessory stores.....	1,191	146,469	20,374	7,697	5,924	1,224	117,857	17,967
561, 567	Men's, boys' apparel stores, custom tailors ⁴	211	32,289	4,902	1,451	1,235	146	27,996	4,848
562, 563, 568	Women's clothing, specialty stores....	382	47,343	7,031	2,881	2,265	436	46,001	6,994
562	Ready-to-wear stores ⁵	239	40,356	6,058	2,417	1,980	282	40,270	6,173
565	Family clothing stores ⁵	139	29,462	3,973	1,696	1,290	108	14,771	2,210
566	Shoe stores.....	333	29,363	3,796	1,358	929	336	20,439	2,538
564, 569	Other apparel stores.....	78	(D)	672	311	205	77	4,558	1,004
57	Furniture, home furnishings, equipment stores.....	983	121,110	17,593	4,603	4,099	959	117,038	17,324
5712	Furniture stores ⁴	342	70,883	10,633	2,607	2,330	256	69,331	11,020
5713-15, 19	Other home furnishings stores ⁴	201	10,314	1,566	435	402	145	8,503	1,477
572, 573	Household appliance, radio, TV, music stores.....	440	39,913	5,394	1,561	1,367	422	36,602	4,827
58	Eating, drinking places.....	4,606	191,688	38,690	20,694	16,894	4,760	179,525	33,287
5812	Eating places.....	2,221	120,899	31,012	16,411	13,365	2,025	99,621	24,096
5813	Drinking places.....	2,385	70,789	7,678	4,283	3,529	2,725	79,758	9,191
591	Drug stores, proprietary stores.....	675	89,388	11,611	4,436	3,453	693	71,214	9,236
59 ex. 591	Other retail stores ⁶	2,325	163,966	18,289	5,965	4,998	2,203	143,335	16,320
592	Liquor stores.....	341	40,022	2,228	837	667	297	31,609	1,714
594	Book, stationery stores.....	77	5,047	787	232	195	48	4,687	818
595	Sporting goods, bicycle stores.....	88	4,439	292	136	102	86	2,726	(D)
597	Jewelry stores.....	236	16,508	2,712	797	699	252	16,671	2,673
5992	Florists.....	212	9,719	1,744	654	517	179	8,601	1,594
5996	Camera, photographic supply stores....	40	4,668	533	155	132	41	4,599	479
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	213	32,409	11,860	5,731	5,172	183	32,778	12,357
783	Motion picture theaters.....	98	11,245	3,080	1,546	1,079	132	15,485	3,944

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF ST. LOUIS, THE ENTIRE CITY, AND ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-3.3	0.7	2.2	13.6	15.9
52	Lumber, building materials, hardware, farm equipment dealers.....	6.2	-18.7	-19.5	-1.0	-1.1
5251	Hardware stores.....	(D)	-22.9	(D)	0.2	(D)
52 ex. 5251	Other.....	(D)	-16.9	(D)	-1.3	(D)
53 part ²	General merchandise group stores ^{2 3}	-9.2	-1.7	11.9	19.3	46.5
531	Department stores.....	-8.5	-4.3	5.8	20.4	62.9
533	Limited price variety stores.....	-15.5	10.4	26.6	42.6	61.9
539	Other general merchandise stores.....	-36.1	(D)	(D)	(D)	(D)
54	Food stores.....	-7.8	9.3	9.9	20.9	21.3
55 ex. 554	Automotive dealers.....	(D)	-14.4	(D)	-2.4	(D)
554	Gasoline service stations.....	181.6	25.3	24.7	34.4	34.2
56	Apparel, accessory stores.....	-12.3	13.3	43.5	24.3	41.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-23.8	3.2	85.0	15.3	44.1
562,563,568	Women's clothing, specialty stores.....	-13.0	-4.9	2.3	2.9	10.3
562	Ready-to-wear stores ⁵	-10.6	-8.0	-5.8	0.2	5.1
565	Family clothing stores ⁵	(D)	104.6	(D)	99.5	(D)
566	Shoe stores.....	-2.1	31.3	56.6	43.7	61.0
564, 569	Other apparel stores.....	(D)	-19.1	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	28.6	-9.8	-20.5	3.5	-1.3
5712	Furniture stores ⁴	33.1	-16.2	-35.0	2.2	-5.8
5713-15, 19	Other home furnishings stores ⁴	-51.5	6.1	10.3	21.3	24.7
572, 573	Household appliance, radio, TV, music stores.....	20.3	9.1	-13.7	9.1	7.6
58	Eating, drinking places.....	0.2	5.3	6.2	6.8	7.4
5812	Eating places.....	0.7	16.7	20.7	21.4	24.3
5813	Drinking places.....	-2.1	-10.3	-10.9	-11.3	-11.6
591	Drug stores, proprietary stores.....	4.5	9.9	10.5	25.5	26.9
59 ex. 591	Other retail stores ⁶	(D)	2.9	(D)	14.4	(D)
592	Liquor stores.....	-19.0	22.7	25.7	26.6	28.5
594	Book, stationery stores.....	21.8	-13.1	39.1	7.7	2.1
595	Sporting goods, bicycle stores.....	...	19.5	19.5	62.8	62.8
597	Jewelry stores.....	-8.2	-6.0	-0.4	-1.0	6.9
5992	Florists.....	-28.4	-8.3	-6.5	11.7	15.5
5996	Camera, photographic supply stores.....	(D)	-7.4	(D)	1.5	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	-15.8	-2.1	3.9	1.1	4.8
783	Motion picture theaters.....	-43.5	(D)	(D)	-27.4	-22.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ST. LOUIS AND OF ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	20.6	21.5	10.1	11.8
52	Lumber, building materials, hardware, farm equipment dealers...	4.2	3.2	1.3	1.3
5251	Hardware stores.....	(D)	...	(D)	...
52 ex. 5251	Other.....	(D)	4.6	(D)	1.6
53 part ²	General merchandise group stores ^{2 3}	59.9	64.8	37.3	48.9
531	Department stores.....	67.7	70.8	45.3	59.6
533	Limited price variety stores.....	29.5	38.5	14.7	24.9
539	Other general merchandise stores.....	(D)	13.7	(D)	4.9
54	Food stores.....	2.6	3.1	1.1	1.4
55 ex. 554	Automotive dealers.....	(D)	...	(D)	...
554	Gasoline service stations.....	0.8	0.4	0.3	0.2
56	Apparel, accessory stores.....	38.4	49.5	22.6	32.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	46.5	63.0	28.0	42.3
562, 563, 568	Women's clothing, specialty stores.....	43.1	47.2	26.6	31.5
562	Ready-to-wear stores ⁵	44.8	46.0	28.1	31.5
565	Family clothing stores ⁵	(D)	28.7	(D)	14.8
566	Shoe stores.....	32.1	43.1	18.8	27.5
564, 569	Other apparel stores.....	(D)	63.2	(D)	76.5
57	Furniture, home furnishings, equipment stores.....	34.1	23.9	19.9	16.0
5712	Furniture stores ⁴	43.9	27.6	26.9	20.7
5713-15, 19	Other home furnishings stores ⁴	3.2	6.9	1.8	4.4
572, 573	Household appliance, radio, TV, music stores.....	22.7	20.6	12.3	11.1
58	Eating, drinking places.....	13.8	14.5	8.0	8.5
5812	Eating places.....	17.3	20.0	10.2	12.3
5813	Drinking places.....	7.6	7.0	4.2	3.8
591	Drug stores, proprietary stores.....	10.9	11.4	5.2	6.2
59 ex. 591	Other retail stores ⁶	(D)	22.4	(D)	13.1
592	Liquor stores.....	4.3	6.6	2.6	4.0
594	Book, stationery stores.....	51.1	36.5	32.3	28.5
595	Sporting goods, bicycle stores.....
597	Jewelry stores.....	70.7	72.4	48.2	52.0
5992	Florists.....	6.7	8.6	3.6	5.7
5996	Camera, photographic supply stores.....	(D)	40.7	(D)	32.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ST. LOUIS, THE ENTIRE CITY, AND ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators.)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	0.7	0.7	3.5	4.3	5.4	6.2
5251	Hardware stores.....	(D)	...	1.0	1.3	1.2	1.4
52 ex. 5251	Other.....	(D)	0.7	2.5	3.0	4.2	4.8
53 part ²	General merchandise group stores ² ³	53.8	57.2	18.5	19.0	14.5	13.8
531	Department stores.....	50.7	53.5	15.4	16.3	11.3	10.6
533	Limited price variety stores.....	2.7	3.1	1.9	1.7	1.8	1.5
539	Other general merchandise stores.....	0.4	0.6	(D)	1.0	(D)	1.5
54	Food stores.....	2.8	2.9	22.2	20.4	26.5	24.9
55 ex. 554	Automotive dealers.....	(D)	...	15.0	17.7	15.6	18.1
554	Gasoline service stations.....	0.2	0.1	6.0	4.8	7.5	6.4
56	Apparel, accessory stores.....	14.1	15.5	7.6	6.8	6.3	5.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.8	4.9	1.7	1.7	1.4	1.4
562, 563, 568	Women's clothing, specialty stores....	5.4	6.0	2.6	2.7	2.0	2.2
562	Ready-to-wear stores ⁵	4.8	5.2	2.2	2.4	1.7	2.0
565	Family clothing stores ⁵	(D)	0.9	1.4	0.7	1.3	0.7
566	Shoe Stores.....	2.3	2.3	1.5	1.2	1.3	1.0
564, 569	Other apparel stores.....	(D)	1.4	0.4	0.5	(D)	0.2
57	Furniture, home furnishings, equipment stores.....	10.3	7.8	6.2	6.9	5.2	5.7
5712	Furniture stores ⁴	8.1	5.9	3.8	4.7	3.0	3.4
5713-15, 19	Other home furnishings stores ⁴	0.1	0.2	0.5	0.5	0.5	0.4
572, 573	Household appliance, radio, TV, music stores.....	2.1	1.6	1.9	1.7	1.7	1.8
58	Eating, drinking places.....	6.5	6.3	9.8	9.3	8.2	8.7
5812	Eating places.....	5.3	5.0	6.3	5.4	5.2	4.8
5813	Drinking places.....	1.2	1.3	3.5	3.9	3.0	3.9
591	Drug stores, proprietary stores.....	2.0	1.8	3.7	3.4	3.8	3.5
59 ex. 591	Other retail stores ⁶	(D)	7.7	7.5	7.4	7.0	7.0
592	Liquor stores.....	0.4	0.5	2.1	1.7	1.7	1.5
594	Book, stationery stores.....	0.7	0.6	0.3	0.3	0.2	0.2
595	Sporting goods, bicycle stores.....	0.1	0.1	0.2	0.1
597	Jewelry stores.....	3.4	3.6	1.0	1.1	0.7	0.8
5992	Florists.....	0.2	0.2	0.5	0.5	0.4	0.4
5996	Camera, photographic supply stores....	(D)	0.6	0.3	0.3	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1—Includes the stores in the area extending along Cherokee St. from Nebraska Ave. to Indiana Ave. and along South Jefferson Ave. from Utah St. to Potomac St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	2
	Number.....	84			
	Sales.....(\$1,000)...	13,458	554	Gasoline service stations.....	1
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	31
	Number.....	20	561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Sales.....(\$1,000)...	3,717	562-3, 568	Women's clothing, specialty stores....	14
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	11
56, 57	Number.....	44	565	Family clothing stores ⁵	3
	Sales.....(\$1,000)...	7,897	566	Shoe stores.....	10
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	1
	Number.....	20	57	Furniture, home furnishings, equipment stores.....	7
	Sales.....(\$1,000)...	1,844			
		Number of establishments	5712	Furniture stores.....	2
			5713-15, 19	Other home furnishings stores.....	2
			572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ²	84	58	Eating, drinking places.....	11
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	7
5251	Hardware stores.....	2	5813	Drinking places.....	4
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	3
53 part ²	General merchandise group stores ^{1 2}	6	59 ex. 591	Other retail stores ⁶	14
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	4	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	2
			597	Jewelry stores.....	5
54	Food stores.....	6	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

MRC No. 2.—Includes the planned center known as "Westwood Plaza" at the intersection of U.S. Highway 66 and Watson Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	24			
	Sales.....(\$1,000)...	15,903	554	Gasoline service stations.....	...
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	10
	Number.....	6	561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Sales.....(\$1,000)...	4,245	562-3, 568	Women's clothing, specialty stores....	3
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	2
56, 57	Number.....	15	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	11,372	566	Shoe stores.....	3
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	1
	Number.....	3	57	Furniture, home furnishings, equipment stores.....	2
	Sales.....(\$1,000)...	286			
		Number of establishments	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	...
			572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ²	24	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	3	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the stores on Easton Ave. from Newstead Ave. to Deer St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	41	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	4,602	56	Apparel, accessory stores ¹	9
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	13	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	696	562	Ready-to-wear stores ⁵
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵	1
56, 57	Number.....	17	566	Shoe stores.....	...
	Sales.....(\$1,000)...	3,325	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	11	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	581	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	41	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	1
5251	Hardware stores.....	3	5813	Drinking places.....	5
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	5
53 part ²	General merchandise group stores ^{1 2}	5	59 ex. 591	Other retail stores ⁶	8
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	4	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 4.—Includes the planned center known as "Hampton Village Shopping Center" and the stores on Hampton Ave. from Mardel to Devonshire and on Chippewa St. from Sulphur St. to Clifton Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	36	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	16,489	56	Apparel, accessory stores ¹	8
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	11	562-3, 568	Women's clothing, specialty stores.....	4
	Sales.....(\$1,000)...	11,302	562	Ready-to-wear stores ⁵	3
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵
56, 57	Number.....	11	566	Shoe stores.....	2
	Sales.....(\$1,000)...	4,446	564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	14	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	741	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	36	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	3
5251	Hardware stores.....	...	5813	Drinking places.....	3
52 ex. 5251	Other.....	3	591	Drug stores, proprietary stores.....	2
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	7
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
54	Food stores.....	3	5992	Florists.....	2
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes stores in the Wellston shopping district in the area bounded by alley north of Easton Ave., Theodosia, Kienlen Ave., Cote Brillante Ave., Cote Brillante Ave. extended, Hamilton Ave., Wells Ave., and Wellston Pl.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	3
	Number.....	104	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	24,568	56	Apparel, accessory stores ¹	36
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	10
53 part, ² 56, 57	Number.....	28	562-3, 568	Women's clothing, specialty stores.....	13
	Sales.....(\$1,000)...	6,520	562	Ready-to-wear stores ³	11
	Shopping goods stores: ²		565	Family clothing stores ³	1
	Number.....	55	566	Shoe stores.....	9
52, 55, 599	Sales.....(\$1,000)...	14,275	564, 569	Other apparel stores.....	3
	All other stores:		57	Furniture, home furnishings, equipment stores.....	12
	Number.....	21	5712	Furniture stores.....	6
	Sales.....(\$1,000)...	3,773	5713-15,19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	4
Retail stores, total ²		104	58	Eating, drinking places.....	13
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	7
5251	Hardware stores.....	...	5813	Drinking places.....	6
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	4
53 part ²	General merchandise group stores ^{1 2}	7	59 ex. 591	Other retail stores ⁶	15
531	Department stores.....	2	592	Liquor stores.....	2
533	Limited price variety stores.....	4	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	11	597	Jewelry stores.....	7
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 6.—Includes the planned center known as "Northland" bounded by the Wabash RR. tracks, Lucas-Hunt Rd., and West Florissant Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	34	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	31,377	56	Apparel, accessory stores ¹	17
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
53 part, ² 56, 57	Number.....	7	562-3, 568	Women's clothing, specialty stores.....	6
	Sales.....(\$1,000)...	4,277	562	Ready-to-wear stores ³	6
	Shopping goods stores: ²		565	Family clothing stores ³
	Number.....	20	566	Shoe stores.....	6
52, 55, 599	Sales.....(\$1,000)...	26,042	564, 569	Other apparel stores.....	2
	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	7	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	1,058	5713-15,19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
Retail stores, total ²		34	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	4	597	Jewelry stores.....	2
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 7.—Includes stores in the North Kingshighway shopping district comprised of stores on Easton Ave. from Kingshighway to Aubert St., on Aubert St. from Kingshighway to Page Blvd.; and on Page Blvd. from Aubert St. to Kingshighway					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	3
	Number.....	31	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	21,840	56	Apparel, accessory stores ¹	4
53 part, ² 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	13	562-3, 568	Women's clothing, specialty stores....	1
	Sales.....(\$1,000)...	3,398	562	Ready-to-wear stores ³
52, 55, 599	Shopping goods stores: ²		565	Family clothing stores ³
	Number.....	10	566	Shoe stores.....	...
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	8	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ²	31	58	Eating, drinking places.....	6
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	4
52 ex. 5251	Hardware stores.....	...	5813	Drinking places.....	2
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	2
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	5	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores....	...

MRC No. 8.—Includes stores in the South Grand shopping district comprised of stores on Gravois Ave. from Giles Ave. to Potomac St. and on South Grand Ave. from Gravois Ave. to Chippewa St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	7
	Number.....	44	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	26,039	56	Apparel, accessory stores ¹	6
53 part, ² 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	16	562-3, 568	Women's clothing, specialty stores....	3
	Sales.....(\$1,000)...	2,715	562	Ready-to-wear stores ³	2
52, 55, 599	Shopping goods stores: ²		565	Family clothing stores ³
	Number.....	12	566	Shoe stores.....	...
	Sales.....(\$1,000)...	13,120	564, 569	Other apparel stores.....	...
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	16	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	10,204	5713-15, 19	Other home furnishings stores.....	...
5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	44	58	Eating, drinking places.....	10
	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	6
52 ex. 5251	Hardware stores.....	...	5813	Drinking places.....	4
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	2
53 part ²	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	4	597	Jewelry stores.....	2
			5992	Florists.....	...
			5996	Camera, photographic supply stores....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTER IN THE ST. LOUIS STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 9.—Includes stores in the South Town shopping district which extends along South Kingshighway Blvd. from Pernod St. to Bancroft St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	6
	Number.....	22	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	27,684			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	1
	Number.....	8	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Sales.....(\$1,000)...	1,728	562-3, 568	Women's clothing, specialty stores.....	1
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³	1
56, 57	Number.....	5	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	(D)	566	Shoe stores.....	...
			564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	9	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ²	22	58	Eating, drinking places.....	5
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	3
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	1	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	2	5992	Florists.....	2
			5996	Camera, photographic supply stores.....	...

MRC No. 10.—Includes the planned center known as "Westroads" (Clayton Rd. at Brentwood Rd.) and the stores located in the 900 block of Brentwood Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	11	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	21,883			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	3
	Number.....	3	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores.....	2
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³	1
56, 57	Number.....	7	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	(D)	566	Shoe stores.....	1
			564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	1	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	286	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	11	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	1	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).-- Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).-- Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).-- Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).-- Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).-- Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).-- Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).-- Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).-- Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).-- Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

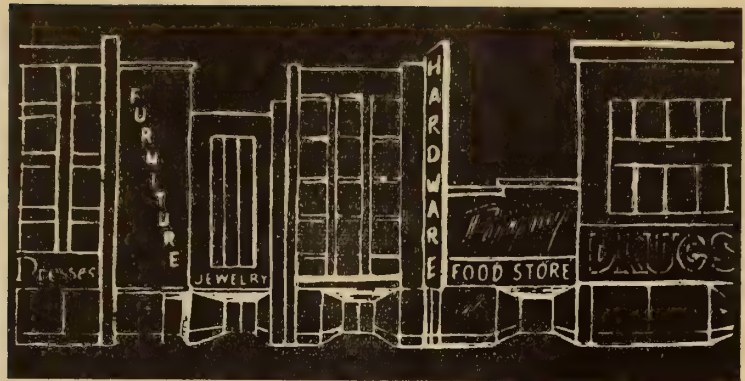
These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.



CENTRAL BUSINESS DISTRICT STATISTICS

Salt Lake City,
Utah, Area

1958
Census
of
Business



U. S. DEPARTMENT OF COMMERCE
Frederick H. Mueller, Secretary
Carl F. Oechsle, Asst. Secy. for Domestic Affairs
BUREAU OF THE CENSUS
Robert W. Burgess, Director

BUREAU OF THE CENSUS

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ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Salt Lake City, Utah, Area—BC58-CBD73

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

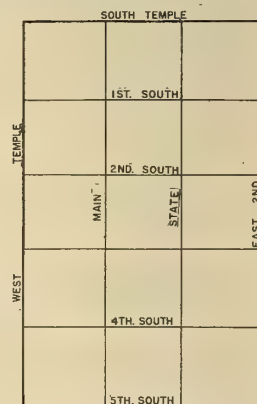
For explanation of procedures and definitions, see Appendix.

SALT LAKE CITY, UTAH

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT*



* CONSISTS OF TRACT 22

- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY, 1954 AND 1958
- ▨ STANDARD METROPOLITAN STATISTICAL AREA

DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SALT LAKE CITY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab-lish-ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	428	103,137	16,575	6,242	5,236	469	93,069	16,178
52	Lumber, building materials, hardware, farm equipment dealers.....	9	1,100	159	43	42	16	1,694	246
5251	Hardware stores.....	3	373	27	10	10	6	1,069	111
52 ex. 5251	Other.....	6	727	132	33	32	10	625	135
53 part ²	General merchandise group stores ^{2 3}	16	42,855	7,558	3,091	2,524	17	35,617	6,824
531	Department stores.....	6	38,141	6,565	2,670	2,257	(NA)	(NA)	(NA)
533	Limited price variety stores.....	3	3,789	887	379	236	3	4,529	772
539	Other general merchandise stores.....	7	925	106	42	31	(NA)	(NA)	(NA)
54	Food stores.....	23	4,389	431	154	110	30	4,322	491
55 ex. 554	Automotive dealers.....	7	7,312	833	179	173	11	6,906	1,071
554	Gasoline service stations.....	12	2,188	206	86	65	15	1,259	243
56	Apparel, accessory stores.....	79	11,859	1,696	620	504	105	14,441	2,042
561, 567	Men's, boys' apparel stores, custom tailors ⁴	30	4,091	544	176	150	29	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	22	3,611	565	250	213	35	5,230	731
562	Ready-to-wear stores ⁵	16	2,762	443	201	170	21	4,277	579
565	Family clothing stores ⁵	7	(D)	(D)	(D)	(D)	6	(D)	(D)
566	Shoe stores.....	19	3,382	464	141	98	22	2,800	414
564, 569	Other apparel stores.....	1	(D)	(D)	(D)	(D)	11	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	46	8,758	1,423	359	319	41	7,081	1,165
5712	Furniture stores ⁴	21	4,262	718	161	143	(NA)	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	5	1,362	241	47	44	(NA)	(NA)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	20	3,134	464	151	132	(NA)	(NA)	(NA)
58	Eating, drinking places.....	122	7,423	1,833	950	851	116	6,969	1,774
5812	Eating places.....	89	6,137	1,611	850	764	85	5,797	1,525
5813	Drinking places.....	33	1,286	222	100	87	31	1,172	249
591	Drug stores, proprietary stores.....	12	4,300	619	214	153	12	4,051	599
59 ex. 591	Other retail stores ⁶	102	12,953	1,817	546	495	106	10,729	1,723
592	Liquor stores.....	3	(D)	(D)	(D)	(D)	(NA)	(NA)	(NA)
594	Book, stationery stores.....	4	(D)	(D)	(D)	(D)	4	(D)	(D)
595	Sporting goods, bicycle stores.....	5	2,395	298	101	89	(NA)	(NA)	(NA)
597	Jewelry stores.....	18	1,728	321	68	68	20	2,092	378
5992	Florists.....	6	415	96	44	33	(NA)	(NA)	(NA)
5996	Camera, photographic supply stores....	3	455	48	22	19	(NA)	(NA)	(NA)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	28	3,316	1,170	506	430	25	2,368	809
783	Motion picture theaters.....	6	2,023	416	224	157	8	1,863	369

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$2,104,000 of which \$647,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SALT LAKE CITY, UTAH, AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SALT LAKE CITY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,020	368,283	45,368	16,072	13,057	1,875	297,448	36,685
52	Lumber, building materials, hardware, farm equipment dealers.....	105	20,543	2,634	723	642	90	14,592	1,909
5251	Hardware stores.....	17	(D)	(D)	(D)	(D)	14	1,505	141
52 ex. 5251	Other.....	88	(D)	(D)	(D)	(D)	76	13,087	1,768
53 part ²	General merchandise group stores ^{2 3}	47	61,052	10,305	4,037	3,238	53	50,209	8,995
531	Department stores.....	8	(D)	(D)	(D)	(D)	(NA)	(NA)	(NA)
533	Limited price variety stores.....	23	5,547	1,148	925	329	19	5,646	936
539	Other general merchandise stores.....	12	(D)	(D)	(D)	(D)	(NA)	(NA)	(NA)
54	Food stores.....	350	75,329	5,507	2,073	1,512	368	58,579	4,126
55 ex. 554	Automotive dealers.....	145	75,255	7,606	1,588	1,515	119	58,098	5,783
554	Gasoline service stations.....	314	25,616	2,325	976	725	268	20,126	2,059
56	Apparel, accessory stores.....	132	18,693	2,731	1,000	750	146	18,057	2,744
561, 567	Men's, boys' apparel stores, custom tailors ⁴	41	(D)	(D)	(D)	(D)	34	(D)	(D)
562, 563, 568	Women's clothing, specialty stores.....	42	7,183	1,165	484	369	55	7,394	1,100
562	Ready-to-wear stores ⁵	31	6,049	(D)	(D)	(D)	37	6,415	948
565	Family clothing stores ⁵	11	1,381	246	88	52	8	(D)	(D)
566	Shoe stores.....	32	4,719	644	210	146	29	3,306	483
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	14	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	175	22,650	3,451	988	893	138	17,232	2,501
5712	Furniture stores ⁴	62	11,386	1,887	498	457	(NA)	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	39	3,420	518	114	106	(NA)	(NA)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	74	7,844	1,046	376	330	(NA)	(NA)	(NA)
58	Eating, drinking places.....	413	22,309	5,027	2,773	2,186	373	18,599	4,170
5812	Eating places.....	320	19,156	4,590	2,572	2,026	282	15,556	3,648
5813	Drinking places.....	93	3,153	437	201	160	91	3,043	522
591	Drug stores, proprietary stores.....	77	19,299	2,486	876	682	60	11,696	1,534
59 ex. 591	Other retail stores ⁶	262	27,537	3,296	1,038	914	260	30,260	2,864
592	Liquor stores.....	13	7,360	206	64	64	18	(D)	(D)
594	Book, stationery stores.....	14	(D)	(D)	(D)	(D)	6	1,252	237
595	Sporting goods, bicycle stores.....	22	4,191	500	150	138	(NA)	(NA)	(NA)
597	Jewelry stores.....	29	3,005	470	112	108	33	3,240	531
5992	Florists.....	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
5996	Camera, photographic supply stores.....	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	50	6,503	2,333	1,052	787	45	5,558	1,956
783	Motion picture theaters.....	19	(D)	579	360	254	20	3,217	594

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SALT LAKE CITY STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,723	451,249	53,435	19,210	15,420	2,567	360,727	42,005
52	Lumber, building materials, hardware, farm equipment dealers.....	165	31,083	4,005	1,055	949	154	22,857	2,661
5251	Hardware stores.....	21	(D)	180	50	43	25	2,344	219
52 ex. 5251	Other.....	144	(D)	3,825	1,005	906	129	20,513	2,442
53 part ²	General merchandise group stores ^{2 3}	67	66,922	10,993	4,342	3,428	72	55,363	9,490
531	Department stores.....	9	55,923	9,209	3,545	2,916	(NA)	(NA)	(NA)
533	Limited price variety stores.....	30	6,109	1,241	581	365	22	5,855	968
539	Other general merchandise stores.....	22	(D)	(D)	(D)	(D)	(NA)	(NA)	(NA)
54	Food stores.....	462	103,272	7,516	2,860	2,068	499	76,888	5,221
55 ex. 554	Automotive dealers.....	188	85,825	8,450	1,793	1,708	157	68,632	6,722
554	Gasoline service stations.....	448	34,245	3,029	1,315	938	380	26,470	2,487
56	Apparel, accessory stores.....	160	21,043	2,990	1,118	841	170	19,023	2,823
561, 567	Men's, boys' apparel stores, custom tailors ⁴	43	5,158	658	209	180	35	4,496	527
562, 563, 568	Women's clothing, specialty stores.....	54	8,149	1,291	540	414	60	7,664	1,118
562	Ready-to-wear stores ⁵	41	6,427	1,045	440	331	42	6,685	966
565	Family clothing stores ⁵	16	2,268	315	120	74	10	(D)	242
566	Shoe stores.....	39	5,073	698	232	164	36	3,603	532
564, 569	Other apparel stores.....	6	(D)	(D)	(D)	(D)	15	1,617	404
57	Furniture, home furnishings, equipment stores.....	222	26,352	3,977	1,139	1,016	173	19,567	2,747
5712	Furniture stores ⁴	76	13,022	2,105	557	508	(NA)	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	53	(D)	(D)	(D)	(D)	(NA)	(NA)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	93	9,411	1,253	436	373	(NA)	(NA)	(NA)
58	Eating, drinking places.....	573	27,251	5,909	3,359	2,619	539	22,931	4,886
5812	Eating places.....	423	22,722	5,337	3,082	2,408	386	18,592	4,208
5813	Drinking places.....	150	4,529	572	277	211	153	4,339	678
591	Drug stores, proprietary stores.....	104	22,713	2,858	1,031	803	83	13,879	1,777
59 ex. 591	Other retail stores ⁶	334	32,543	3,708	1,198	1,050	340	35,117	3,191
592	Liquor stores.....	23	8,435	246	76	74	19	13,401	408
594	Book, stationery stores.....	15	2,493	455	120	115	6	1,252	237
595	Sporting goods, bicycle stores.....	25	4,404	512	154	139	(NA)	(NA)	(NA)
597	Jewelry stores.....	32	3,116	486	119	114	36	3,354	540
5992	Florists.....	28	1,030	173	73	53	(NA)	(NA)	(NA)
5996	Camera, photographic supply stores....	8	625	62	28	23	(NA)	(NA)	(NA)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	58	6,735	2,413	1,086	815	51	5,682	1,987
783	Motion picture theaters.....	26	3,534	668	417	291	29	3,907	751

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SALT LAKE CITY, UTAH, AREA

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Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SALT LAKE CITY, THE ENTIRE CITY, AND SALT LAKE CITY STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	10.8	23.8	29.9	25.1	30.2
52	Lumber, building materials, hardware, farm equipment dealers.....	-35.1	40.8	66.0	36.0	42.1
5251	Hardware stores.....	-65.1	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	1.9	(NA)	(NA)	(NA)	(NA)
53 part ²	General merchandise group stores ² ³	20.3	21.6	24.7	20.9	21.9
531	Department stores.....	(NA)	(D)	(D)	(NA)	(NA)
533	Limited price variety stores.....	-16.3	-1.8	57.4	4.3	75.0
539	Other general merchandise stores.....	(NA)	(D)	(D)	(D)	(D)
54	Food stores.....	1.6	28.6	30.7	34.3	36.3
55 ex. 554	Automotive dealers.....	5.9	29.5	(D)	25.1	(D)
554	Gasoline service stations.....	73.8	27.3	24.2	29.4	27.2
56	Apparel, accessory stores.....	-17.9	3.5	89.0	10.6	100.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	20.8	(D)	(D)	14.7	(D)
562, 563, 568	Women's clothing, specialty stores.....	-31.0	-2.9	65.1	6.3	86.4
562	Ready-to-wear stores ⁵	-35.4	-5.7	53.7	-3.9	52.2
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)	(D)
566	Shoe stores.....	20.8	42.7	164.2	40.8	110.6
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	23.7	31.4	36.9	34.7	40.9
5712	Furniture stores ⁴	(NA)	(NA)	(NA)	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	(NA)	(NA)	(NA)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	(NA)	(NA)	(NA)	(NA)	(NA)
58	Eating, drinking places.....	6.5	19.9	28.0	18.8	24.2
5812	Eating places.....	5.9	23.1	33.4	22.2	29.6
5813	Drinking places.....	9.7	3.6	-0.2	4.4	2.4
591	Drug stores, proprietary stores.....	6.1	65.0	96.2	63.7	87.4
59 ex. 591	Other retail stores ⁶	20.7	-9.0	-25.3	-7.3	-19.7
592	Liquor stores.....	(NA)	(D)	(D)	-37.1	(D)
594	Book, stationery stores.....	(D)	(D)	(D)	99.1	(D)
595	Sporting goods, bicycle stores.....	(NA)	(NA)	(NA)	(NA)	(NA)
597	Jewelry stores.....	-17.4	-7.3	11.2	-7.1	10.0
5992	Florists.....	(NA)	(NA)	(NA)	(NA)	(NA)
5996	Camera, photographic supply stores.....	(NA)	(NA)	(NA)	(NA)	(NA)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	40.0	17.0	-3.1	18.5	3.2
783	Motion picture theaters.....	8.6	(D)	(D)	-9.6	-26.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SALT LAKE CITY AND OF SALT LAKE CITY STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	28.0	31.7	22.9	26.2
52	Lumber, building materials, hardware, farm equipment dealers...	5.4	11.6	3.5	7.4
5251	Hardware stores.....	(D)	71.0	(D)	45.6
52 ex. 5251	Other.....	(NA)	4.8	(NA)	3.0
53 part ²	General merchandise group stores ^{2 3}	70.2	70.9	64.0	64.3
531	Department stores.....	(D)	(NA)	68.2	(NA)
533	Limited price variety stores.....	68.3	80.2	62.0	77.4
539	Other general merchandise stores.....	(D)	(NA)	(D)	(NA)
54	Food stores.....	5.8	7.4	4.2	5.6
55 ex. 554	Automotive dealers.....	9.7	11.9	8.5	10.1
554	Gasoline service stations.....	8.5	6.3	6.4	4.8
56	Apparel, accessory stores.....	63.4	87.2	56.4	82.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	(D)	79.3	(D)
562, 563, 568	Women's clothing, specialty stores.....	50.3	88.5	44.3	85.3
562	Ready-to-wear stores ⁵	45.7	87.1	43.0	83.6
565	Family clothing stores ⁵	49.7	(D)	30.3	(D)
566	Shoe stores.....	71.7	84.7	66.7	77.7
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	38.7	41.1	33.2	36.2
5712	Furniture stores ⁴	37.4	(NA)	32.7	(NA)
5713-15, 19	Other home furnishings stores ⁴	39.8	(NA)	(D)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	40.0	(NA)	33.3	(NA)
58	Eating, drinking places.....	33.3	37.5	27.2	30.4
5812	Eating places.....	32.0	37.3	27.0	31.2
5813	Drinking places.....	40.8	38.5	28.4	27.0
591	Drug stores, proprietary stores.....	22.3	34.6	18.9	29.2
59 ex. 591	Other retail stores ⁶	47.0	35.5	39.8	30.6
592	Liquor stores.....	(D)	(NA)	(D)	(NA)
594	Book, stationery stores.....	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	57.1	(NA)	54.4	(NA)
597	Jewelry stores.....	57.5	64.6	55.5	62.4
5992	Florists.....	(NA)	(NA)	40.3	(NA)
5996	Camera, photographic supply stores.....	(NA)	(NA)	72.8	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SALT LAKE CITY, UTAH, AREA

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Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SALT LAKE CITY, THE ENTIRE CITY, AND SALT LAKE CITY STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.1	1.8	5.5	4.9	6.9	6.3
5251	Hardware stores.....	0.4	1.1	(D)	0.5	(D)	0.6
52 ex. 5251	Other.....	0.6	0.7	(NA)	4.4	(NA)	5.7
53 part ²	General merchandise group stores ^{2 3}	41.6	37.7	16.7	16.9	14.8	15.4
531	Department stores.....	37.0	(NA)	(D)	(NA)	12.4	(NA)
533	Limited price variety stores.....	3.7	4.8	1.5	1.9	1.4	1.6
539	Other general merchandise stores.....	0.9	(NA)	(D)	(NA)	(D)	(NA)
54	Food stores.....	4.3	4.6	20.4	19.7	22.9	21.3
55 ex. 554	Automotive dealers.....	7.1	7.3	20.4	19.5	19.0	19.0
554	Gasoline service stations.....	2.1	1.3	7.0	6.8	7.6	7.3
56	Apparel, accessory stores.....	11.5	16.7	5.1	6.1	4.7	5.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.0	(D)	(D)	(D)	1.1	1.2
562, 563, 568	Women's clothing, specialty stores....	3.5	6.9	2.0	2.5	1.8	2.1
562	Ready-to-wear stores ⁵	2.7	5.9	1.6	2.2	1.4	1.9
565	Family clothing stores ⁵	0.7	(D)	0.4	(D)	0.5	(D)
566	Shoe Stores.....	3.3	3.0	1.3	1.1	1.1	1.0
564, 569	Other apparel stores.....	0.1	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	8.5	7.5	6.1	5.8	5.9	5.4
572	Furniture stores ⁴	4.1	(NA)	3.1	(NA)	2.9	(NA)
5713-15, 19	Other home furnishings stores ⁴	1.3	(NA)	0.9	(NA)	(D)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	3.0	2.7	2.1	2.2	2.1	2.1
58	Eating, drinking places.....	7.2	7.4	6.1	6.3	6.0	6.4
5812	Eating places.....	6.0	6.2	5.2	5.3	5.0	5.2
5813	Drinking places.....	1.2	1.2	0.9	1.0	1.0	1.2
591	Drug stores, proprietary stores.....	4.2	4.3	5.2	3.9	5.0	3.9
59 ex. 591	Other retail stores ⁶	12.6	11.4	7.5	10.1	7.2	9.7
592	Liquor stores.....	(D)	(NA)	2.0	(D)	1.9	3.7
594	Book, stationery stores.....	(D)	(D)	(D)	0.4	0.6	0.3
595	Sporting goods, bicycle stores.....	2.3	(NA)	1.1	(NA)	1.0	(NA)
597	Jewelry stores.....	1.7	2.2	0.8	1.1	0.7	0.9
5992	Florists.....	0.4	(NA)	(NA)	(NA)	0.2	(NA)
5996	Camera, photographic supply stores....	0.4	(NA)	(NA)	(NA)	0.1	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SALT LAKE CITY STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the State Street Shopping Area extending along State St. from 6th St. South to Belmont Ave. and along 6th, 7th, 8th, and 9th Sts. between Main St. and 2nd Ave. East

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	12
	Number.....	64	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	28,377			
54, 58, 591-2	Convenience goods stores:		56	Apparel, accessory stores ¹
	Number.....	28	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Sales.....(\$1,000)...	4,812	562-3, 568	Women's clothing, specialty stores....	...
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵
56, 57	Number.....	13	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	(D)	566	Shoe stores.....	...
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	...
	Number.....	23	57	Furniture, home furnishings, equipment stores.....	12
	Sales.....(\$1,000)...	(D)	5712	Furniture stores.....	2
		Number of establishments	5713-15, 19	Other home furnishings stores.....	4
			572, 5732	Household appliance, radio, TV, music stores.....	6
	Retail stores, total ²	64	58	Eating, drinking places.....	20
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	13
5251	Hardware stores.....	...	5813	Drinking places.....	7
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	1	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	7	5996	Camera, photographic supply stores....	...

MRC No. 2.—Includes the planned center known as "Sugar House Shopping Center" bounded by Hollywood Ave., South 11th East, East 21st. South, South 13th East, Ashton, D. & R.G. RR. (spur and branch), McClelland, Elm Ave., South 10th St. East.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	78	554	Gasoline service stations.....	7
	Sales.....(\$1,000)...	18,960			
54, 58, 591-2	Convenience goods stores:		56	Apparel, accessory stores ¹	20
	Number.....	15	561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Sales.....(\$1,000)...	4,728	562-3, 568	Women's clothing, specialty stores....	6
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ⁵	6
56, 57	Number.....	36	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	11,096	566	Shoe stores.....	8
52, 55, 599	All other stores:		564, 569	Other apparel stores.....	2
	Number.....	27	57	Furniture, home furnishings, equipment stores.....	13
	Sales.....(\$1,000)...	3,136	5712	Furniture stores.....	6
		Number of establishments	5713-15, 19	Other home furnishings stores.....	2
			572, 5732	Household appliance, radio, TV, music stores.....	5
	Retail stores, total ²	78	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	7	5812	Eating places.....	6
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	7	591	Drug stores, proprietary stores.....	4
53 part ²	General merchandise group stores:		59 ex. 591	Other retail stores ⁶	11
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	3	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	2
			597	Jewelry stores.....	3
			5992	Florists.....	...
54	Food stores.....	5	5996	Camera, photographic supply stores....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

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All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

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For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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1958



CENTRAL BUSINESS DISTRICT STATISTICS

San Antonio, Tex., Area

1958 Census of Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, San Antonio, Tex., Area—BC58-CBD74
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

BEXAR CO.

SCALE

5 0 5 MILES

● CENTRAL BUSINESS DISTRICT

① MAJOR RETAIL CENTERS

▨ AREA OF CITY, 1954

▤ ANNEXATIONS THROUGH 1958

— STANDARD METROPOLITAN STATISTICAL AREA

SCALE

800 0 800 FT.

CENTRAL BUSINESS DISTRICT*

Map showing the Central Business District (CBD) and surrounding areas of Bexar County, Texas. The map includes a scale bar (0 to 5 miles) and a north arrow. The CBD is marked with a black dot. Major retail centers are marked with circled numbers 1, 2, and 3. The area of the city in 1954 is shaded with a cross-hatch pattern. Annexations through 1958 are shown with a stippled pattern. An inset map shows a detailed view of the Central Business District with street names.

Inset Map Street Names:

- N. PECOS
- EXPRESSWAY
- COLUMBUS
- N. LAREDO
- N. MAIN AVE.
- DOLOROSA
- W. NUEVA
- E. NUEVA
- NORTH
- HOUSTON
- COMMERCE
- W. MARKET
- E. MARKET
- E. COMMERCE
- ALAMO PLAZA
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BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SAN ANTONIO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	744	176,530	26,912	10,362	8,926	745	174,081	27,048
52	Lumber, building materials, hardware, farm equipment dealers.....	20	2,497	289	90	90	22	1,707	222
5251	Hardware stores.....	5	302	49	12	12	8	315	51
52 ex. 5251	Other.....	15	2,195	240	78	78	14	1,392	171
53 part ³	General merchandise group stores ³	30	68,277	11,808	4,501	3,652	29	61,675	9,424
531	Department stores.....	6	(D)	(D)	(D)	(D)	6	(D)	(D)
533	Limited price variety stores.....	8	7,155	1,252	797	547	10	8,334	1,395
539	Other general merchandise stores.....	16	(D)	(D)	(D)	(D)	13	(D)	(D)
54	Food stores.....	63	3,302	222	166	136	58	3,215	284
55 ex. 554	Automotive dealers.....	29	28,712	2,510	662	648	32	31,520	3,396
554	Gasoline service stations.....	25	1,467	140	67	62	16	1,035	125
56	Apparel, accessory stores.....	130	29,365	4,725	1,874	1,534	168	34,525	5,644
561, 567	Men's, boys' apparel stores, custom tailors ⁴	34	8,767	1,654	518	480	28	9,818	1,739
562, 563, 568	Women's clothing, specialty stores....	31	11,043	1,593	801	607	50	11,738	1,880
562	Ready-to-wear stores ⁵	22	10,081	1,464	726	551	26	9,585	1,434
565	Family clothing stores ⁵	20	2,937	425	217	175	20	2,936	481
566	Shoe stores.....	39	5,502	822	257	203	46	7,736	1,168
564, 569	Other apparel stores.....	6	1,116	231	81	69	17	2,207	376
57	Furniture, home furnishings, equipment stores.....	57	14,786	2,436	752	724	60	12,722	2,720
5712	Furniture stores ⁴	28	10,767	1,828	555	539	26	8,210	1,893
5713-15, 19	Other home furnishings stores ⁴	6	779	144	33	31	6	697	112
572, 573	Household appliance, radio, TV, music stores.....	23	3,240	464	164	154	28	3,815	715
58	Eating, drinking places.....	214	9,206	1,842	1,225	1,122	200	8,024	1,721
5812	Eating places.....	147	7,379	1,605	1,064	972	117	5,794	1,397
5813	Drinking places.....	67	1,827	237	161	150	83	2,230	324
591	Drug stores, proprietary stores.....	25	4,765	773	335	296	27	4,641	789
59 ex. 591	Other retail stores ⁶	151	14,153	2,167	690	662	133	15,017	2,723
592	Liquor stores.....	10	796	51	19	16	13	1,197	60
594	Book, stationery stores.....	9	426	61	22	19	6	1,588	585
595	Sporting goods, bicycle stores.....	12	1,761	244	62	58	9	1,074	166
597	Jewelry stores.....	24	5,797	919	266	261	25	5,605	923
5992	Florists.....	9	229	45	21	21	11	207	46
5996	Camera, photographic supply stores....	3	508	76	23	22	4	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	31	8,906	3,097	1,804	1,716	32	9,050	3,109
783	Motion picture theaters.....	10	2,657	606	275	232	11	2,729	481

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$5,139,000, of which \$3,417,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SAN ANTONIO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	4,944	634,231	70,717	29,498	24,805	4,882	518,253	59,532
52	Lumber, building materials, hardware, farm equipment dealers.....	215	27,228	3,143	1,020	972	231	29,751	3,164
5251	Hardware stores.....	41	(D)	(D)	(D)	(D)	55	2,096	175
52 ex. 5251	Other.....	174	(D)	(D)	(D)	(D)	174	27,635	2,989
53 part ³	General merchandise group stores ³	177	99,701	15,504	6,387	4,981	131	76,110	11,252
531	Department stores.....	8	68,568	11,109	3,891	3,048	7	58,271	8,594
533	Limited price variety stores.....	64	(D)	(D)	(D)	(D)	57	(D)	(D)
539	Other general merchandise stores.....	77	(D)	(D)	(D)	(D)	63	(D)	(D)
54	Food stores.....	1,100	157,496	8,533	4,572	3,007	1,237	116,854	6,453
55 ex. 554	Automotive dealers.....	350	138,885	13,102	3,216	3,138	233	100,342	9,377
554	Gasoline service stations.....	617	42,228	4,246	2,258	2,024	513	32,640	3,284
56	Apparel, accessory stores.....	259	39,445	6,287	2,451	2,023	283	43,663	6,739
561, 567	Men's, boys' apparel stores, custom tailors.....	56	10,403	1,950	614	568	47	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	80	15,445	2,353	1,073	843	90	15,368	2,267
562	Ready-to-wear stores ⁵	60	(D)	(D)	(D)	(D)	53	(D)	(D)
565	Family clothing stores ⁵	27	4,018	554	277	219	31	3,511	567
566	Shoe stores.....	62	7,612	1,089	357	280	64	9,929	1,395
564, 569	Other apparel stores.....	28	1,943	341	130	113	37	3,207	543
57	Furniture, home furnishings, equipment stores.....	215	27,975	4,215	1,340	1,279	206	23,495	4,212
5712	Furniture stores ⁴	87	16,860	2,653	821	792	58	13,415	2,703
5713-15, 19	Other home furnishings stores ⁴	27	1,214	214	56	54	21	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	101	9,901	1,348	463	433	95	(D)	(D)
58	Eating, drinking places.....	1,134	41,050	7,927	5,210	4,687	1,209	37,345	6,877
5812	Eating places.....	714	33,033	7,100	4,538	4,094	638	27,102	5,795
5813	Drinking places.....	420	8,017	827	672	593	569	10,237	1,082
591	Drug stores, proprietary stores.....	161	19,449	3,095	1,405	1,187	155	14,770	2,387
59 ex. 591	Other retail stores ⁶	716	40,774	4,665	1,639	1,507	684	43,283	5,787
592	Liquor stores.....	114	11,504	625	218	186	110	7,784	325
594	Book, stationery stores.....	10	(D)	(D)	(D)	(D)	15	3,173	1,244
595	Sporting goods, bicycle stores.....	24	(D)	(D)	(D)	(D)	25	1,819	261
597	Jewelry stores.....	50	(D)	(D)	(D)	(D)	48	6,206	984
5992	Florists.....	73	1,549	278	134	125	76	1,387	215
5996	Camera, photographic supply stores....	12	1,361	177	54	50	12	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	69	9,763	3,313	1,928	1,835	66	9,526	3,216
783	Motion picture theaters.....	32	(D)	(D)	(D)	(D)	38	4,505	910

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SAN ANTONIO STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	5,369	667,623	74,132	31,022	26,144	5,140	541,839	61,810
52	Lumber, building materials, hardware, farm equipment dealers.....	236	30,965	3,624	1,179	1,121	244	31,809	3,404
5251	Hardware stores.....	44	3,457	350	133	120	61	2,441	212
52 ex. 5251	Other.....	192	27,508	3,274	1,046	1,001	183	29,368	3,192
53 part ³	General merchandise group stores ³	193	100,691	15,570	6,426	5,019	145	77,017	11,327
531	Department stores.....	8	68,568	11,109	3,891	3,048	7	58,271	8,594
533	Limited price variety stores.....	66	15,793	2,400	1,558	1,097	59	11,722	1,852
539	Other general merchandise stores.....	83	(D)	2,061	977	874	75	6,972	881
54	Food stores.....	1,203	170,340	9,310	4,901	3,276	1,291	126,973	7,074
55 ex. 554	Automotive dealers.....	358	139,382	13,144	3,232	3,152	242	101,449	9,401
554	Gasoline service stations.....	689	47,168	4,748	2,494	2,231	554	35,441	3,585
56	Apparel, accessory stores.....	276	40,916	6,484	2,521	2,084	295	44,344	6,818
561, 567	Men's, boys' apparel stores, custom tailors ⁴	61	10,937	2,014	636	582	49	11,836	2,022
562, 563, 568	Women's clothing, specialty stores....	86	16,016	2,451	1,109	879	93	15,453	2,273
562	Ready-to-wear stores ⁵	65	14,866	2,313	1,026	815	55	12,886	1,777
565	Family clothing stores ⁵	27	4,018	554	277	219	31	3,511	567
566	Shoe stores.....	65	7,820	1,109	362	284	66	(D)	(D)
564, 569	Other apparel stores.....	31	(D)	356	137	120	42	3,339	550
57	Furniture, home furnishings, equipment stores.....	224	28,879	4,339	1,381	1,320	215	24,040	4,295
5712	Furniture stores ⁴	87	16,860	2,653	821	792	61	13,570	2,738
5713-15, 19	Other home furnishings stores ⁴	27	1,214	214	56	54	23	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	110	10,805	1,472	504	474	99	8,595	1,291
58	Eating, drinking places.....	1,249	44,836	8,681	5,630	5,067	1,269	40,008	7,395
5812	Eating places.....	772	36,205	7,818	4,928	4,454	670	29,228	6,278
5813	Drinking places.....	477	8,631	863	702	613	597	10,714	1,117
591	Drug stores, proprietary stores.....	168	20,551	3,260	1,484	1,253	163	15,878	2,557
59 ex. 591	Other retail stores ⁶	773	43,895	4,972	1,774	1,621	722	44,880	5,954
592	Liquor stores.....	120	12,138	662	234	196	126	8,539	366
594	Book, stationery stores.....	12	568	85	32	28	16	3,195	1,246
595	Sporting goods, bicycle stores.....	25	2,254	283	81	76	26	(D)	(D)
597	Jewelry stores.....	52	6,404	1,001	308	291	48	6,206	984
5992	Florists.....	78	1,761	324	153	143	79	1,482	234
5996	Camera, photographic supply stores....	15	1,530	197	63	58	13	6,325	858
SELECTED SERVICES									
7011, 7012	Hotels.....	69	9,763	3,313	1,928	1,835	66	9,526	3,216
783	Motion picture theaters.....	35	(D)	(D)	(D)	(D)	38	4,505	910

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SAN ANTONIO, THE ENTIRE CITY, AND SAN ANTONIO STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
RETAIL STORES						
	Retail stores, total ³	1.4	22.4	33.0	23.2	33.5
52	Lumber, building materials, hardware, farm equipment dealers.....	46.3	-8.5	-11.8	-2.7	-5.4
5251	Hardware stores.....	-4.1	(D)	(D)	41.6	48.4
52 ex. 5251	Other.....	57.7	(D)	(D)	-6.3	-9.5
53 part ³	General merchandise group stores ³	10.7	31.0	117.7	30.7	111.2
531	Department stores.....	(D)	17.7	(D)	17.7	(D)
533	Limited price variety stores.....	-14.2	(D)	(D)	34.7	155.0
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	2.7	34.8	35.7	34.2	35.0
55 ex. 554	Automotive dealers.....	-8.9	38.4	60.1	37.4	58.3
554	Gasoline service stations.....	41.7	29.4	29.0	33.1	32.8
56	Apparel, accessory stores.....	-15.0	-9.7	10.3	-7.7	17.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-10.7	(D)	(D)	-7.6	7.5
562, 563, 568	Women's clothing, specialty stores.....	-5.9	-0.5	21.3	3.6	33.9
562	Ready-to-wear stores ⁵	5.2	(D)	(D)	15.4	45.0
565	Family clothing stores ⁵	0.0	14.4	88.0	14.4	88.0
566	Shoe stores.....	-28.9	-23.3	-3.8	(D)	(D)
564, 569	Other apparel stores.....	-49.4	-39.4	-17.3	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	16.2	19.1	22.4	20.1	24.5
5712	Furniture stores ⁴	31.1	25.7	17.1	24.2	13.7
5713-15, 19	Other home furnishings stores ⁴	11.8	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	-15.1	(D)	(D)	25.7	58.3
58	Eating, drinking places.....	14.7	9.9	8.6	12.1	11.4
5812	Eating places.....	27.4	21.9	20.4	23.9	23.0
5813	Drinking places.....	-18.1	-21.7	-22.7	-19.4	-19.8
591	Drug stores, proprietary stores.....	2.7	31.7	45.0	29.4	40.5
59 ex. 591	Other retail stores ⁶	-5.8	-5.8	-5.8	-2.2	-0.4
592	Liquor stores.....	-33.5	47.8	62.6	42.1	54.5
594	Book, stationery stores.....	-73.2	(D)	(D)	-82.2	-91.2
595	Sporting goods, bicycle stores.....	3.4	(D)	(D)	(D)	(D)
597	Jewelry stores.....	64.0	(D)	(D)	3.2	1.0
5992	Florists.....	10.6	11.7	11.9	18.8	20.2
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	-75.8	(D)
SELECTED SERVICES						
7011, 7012	Hotels.....	-1.6	2.5	80.0	2.5	80.0
783	Motion picture theaters.....	-2.6	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
SAN ANTONIO AND OF SAN ANTONIO STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	27.8	33.6	26.4	32.1
52	Lumber, building materials, hardware, farm equipment dealers...	9.2	5.7	8.1	5.4
5251	Hardware stores.....	(D)	15.0	8.7	12.9
52 ex. 5251	Other.....	(D)	5.0	8.0	4.7
53 part ³	General merchandise group stores ³	68.5	81.0	67.8	80.1
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	(D)	(D)	45.3	71.1
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	2.1	2.8	1.9	2.5
55 ex. 554	Automotive dealers.....	20.7	31.4	20.6	31.1
554	Gasoline service stations.....	3.5	3.2	3.1	2.9
56	Apparel, accessory stores.....	74.4	79.1	71.8	77.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	84.3	(D)	80.2	83.0
562, 563, 568	Women's clothing, specialty stores.....	71.5	76.4	68.9	76.0
562	Ready-to-wear stores ⁵	(D)	(D)	67.8	74.4
565	Family clothing stores ⁵	73.1	83.6	73.1	83.6
566	Shoe stores.....	72.3	77.9	70.4	(D)
564, 569	Other apparel stores.....	57.4	68.8	(D)	66.1
57	Furniture, home furnishings, equipment stores.....	52.9	54.1	51.2	52.9
5712	Furniture stores ⁴	63.9	61.2	63.9	60.5
5713-15, 19	Other home furnishings stores ⁴	64.2	(D)	64.2	(D)
572, 573	Household appliance, radio, TV, music stores.....	32.7	(D)	30.0	44.4
58	Eating, drinking places.....	22.4	21.5	20.5	20.1
5812	Eating places.....	22.3	21.4	20.4	19.8
5813	Drinking places.....	22.8	21.8	21.2	20.8
591	Drug stores, proprietary stores.....	24.5	31.4	23.2	29.2
59 ex. 591	Other retail stores ⁶	34.7	34.7	32.2	33.5
592	Liquor stores.....	6.9	15.4	6.6	14.0
594	Book, stationery stores.....	(D)	50.0	75.0	49.7
595	Sporting goods, bicycle stores.....	(D)	59.0	78.1	(D)
597	Jewelry stores.....	(D)	90.3	90.5	90.3
5992	Florists.....	14.8	14.9	13.0	14.0
5996	Camera, photographic supply stores.....	37.3	(D)	33.2	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN ANTONIO, THE ENTIRE CITY, AND SAN ANTONIO STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators.)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.4	1.0	4.3	5.7	4.6	5.9
5251	Hardware stores.....	0.2	0.2	(D)	0.4	0.5	0.5
52 ex. 5251	Other.....	1.2	0.8	(D)	5.3	4.1	5.4
53 part ³	General merchandise group stores ³	38.7	35.4	15.7	14.7	15.1	14.2
531	Department stores.....	(D)	(D)	10.8	11.2	10.3	10.8
533	Limited price variety stores.....	4.1	4.8	(D)	(D)	2.4	2.2
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)	1.2
54	Food stores.....	1.9	1.8	24.8	22.6	25.5	23.4
55 ex. 554	Automotive dealers.....	16.3	18.1	21.9	19.4	20.9	18.7
554	Gasoline service stations.....	0.8	0.6	6.7	6.3	7.1	6.5
56	Apparel, accessory stores.....	16.6	19.9	6.2	8.4	6.1	8.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5.0	5.6	1.6	(D)	1.6	2.2
562, 563, 568	Women's clothing, specialty stores....	6.3	6.7	2.4	3.0	2.4	2.9
562	Ready-to-wear stores ⁵	5.7	5.5	(D)	(D)	2.2	2.4
565	Family clothing stores ⁵	1.7	1.7	0.6	0.7	0.6	0.6
566	Shoe stores.....	3.1	4.4	1.2	1.9	1.2	(D)
564, 569	Other apparel stores.....	0.6	1.2	0.1	0.6	(D)	0.6
57	Furniture, home furnishings, equipment stores.....	8.4	7.3	4.4	4.5	4.3	4.5
5712	Furniture stores ⁴	6.1	4.7	2.7	2.6	2.5	2.5
5713-15, 19	Other home furnishings stores ⁴	0.4	0.4	0.2	(D)	0.2	(D)
572, 573	Household appliance, radio, TV, music stores.....	1.8	2.2	1.6	(D)	1.6	1.6
58	Eating, drinking places.....	5.2	4.6	6.5	7.2	6.7	7.4
5812	Eating places.....	4.2	3.3	5.2	5.2	5.4	5.4
5813	Drinking places.....	1.0	1.3	1.3	2.0	1.3	2.0
591	Drug stores, proprietary stores.....	2.7	2.7	3.1	2.8	3.1	2.9
59 ex. 591	Other retail stores ⁶	8.0	8.6	6.4	8.4	6.6	8.3
592	Liquor stores.....	0.5	0.7	1.8	1.5	1.8	1.6
594	Book, stationery stores.....	0.2	0.9	(D)	0.6	0.1	0.6
595	Sporting goods, bicycle stores.....	1.0	0.6	(D)	0.4	0.3	(D)
597	Jewelry stores.....	3.3	3.2	(D)	1.2	10.0	1.1
5992	Florists.....	0.1	0.1	0.2	0.3	0.3	0.3
5996	Camera, photographic supply stores....	0.3	(D)	0.2	(D)	0.2	1.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN ANTONIO STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Plaza de Los Palms" bounded by Inca, Castoville, Gen. Clements, McMullen Dr., south property line on south side of Las Palmas Dr.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	17	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	6,661	56	Apparel, accessory stores ²	6
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	2	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³	3
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	11	566	Shoe stores.....	2
	Sales.....(\$1,000)...	4,337	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	4	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	17	58	Eating, drinking places.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	...
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	1	597	Jewelry stores.....	1
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes the stores in the area bounded by Rayburn, Pleasanton Rd., McCauley extended, Boswell, Boswell extended, Verne extended, Verne, and Clamp

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	6
	Number.....	31	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	24,105	56	Apparel, accessory stores ²	3
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	8	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵	1
56, 57	Number.....	9	566	Shoe stores.....	1
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
59 ex. 591	Number.....	14	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	4,373	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	31	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	4
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	3	597	Jewelry stores.....	1
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN ANTONIO STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Terrell Hills Shopping Center" bounded by Bryn Mawr Dr., North Vandiver, Olney Dr. extended, Exeter Rd., and Central Park West

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 56, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	24	554	Gasoline service stations.....	4
	Sales.....(\$1,000).. ⁴	6,186	56	Apparel, accessory stores ²	5
			561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	2
	Number.....	8	562	Ready-to-wear stores ⁵	2
	Sales.....(\$1,000).. ⁴	3,675	565	Family clothing stores ⁵
			566	Shoe stores.....	2
52, 55 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	...
	Number.....	8	57	Furniture, home furnishings, equipment stores.....	1
	Sales.....(\$1,000).. ⁴	1,277	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	1
	Number.....	8	58	Eating, drinking places.....	4
	Sales.....(\$1,000).. ⁴	1,234	5812	Eating places.....	4
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	24	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	...	59 ex. 591	Other retail stores ⁶	2
	Hardware stores.....	...	592	Liquor stores.....	1
	Other.....	...	594	Book, stationery stores.....	...
53 part ³ 533 539	General merchandise group stores ^{2 3}	2	595	Sporting goods, bicycle stores.....	...
	Limited price variety stores.....	1	597	Jewelry stores.....	1
	Other general merchandise stores.....	1	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...
54	Food stores.....	3			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

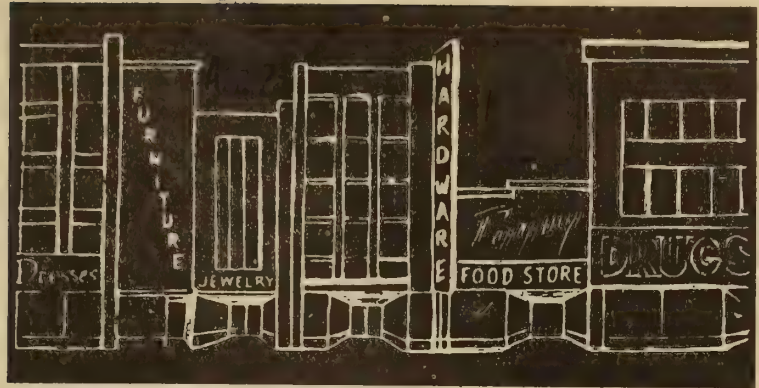
These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.



CENTRAL BUSINESS DISTRICT STATISTICS

San Diego, Calif., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

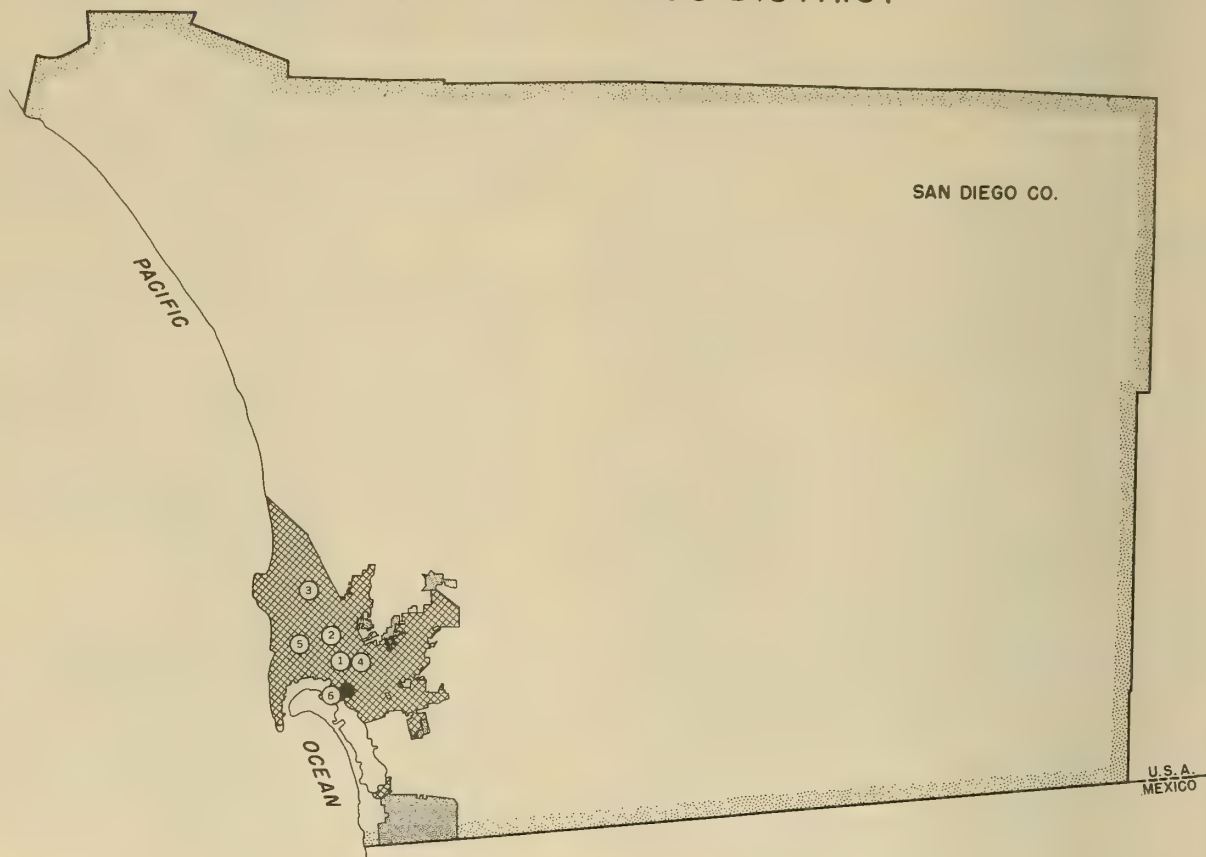
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

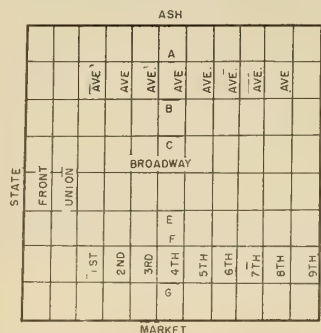
For explanation of procedures and definitions, see Appendix.

SAN DIEGO, CALIF.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT*



SCALE
800 0 800 FT.

* CONSISTS OF TRACT L-53

SCALE
5 0 5 MILES



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY, 1954
- ▤ ANNEXATIONS THROUGH 1958
- ▧ STANDARD METROPOLITAN STATISTICAL AREA
- INTERNATIONAL BOUNDARY

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SAN DIEGO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	538	120,044	20,264	6,967	5,660	625	115,984	20,800
52	Lumber, building materials, hardware, farm equipment dealers.....	5	1,701	234	42	40	5	2,140	321
5251	Hardware stores.....	3	(D)	(D)	(D)	(D)	1	(D)	(D)
52 ex. 5251	Other.....	2	(D)	(D)	(D)	(D)	4	(D)	(D)
53 part ³	General merchandise group stores ³	21	37,903	6,356	2,643	1,935	25	35,241	6,212
531	Department stores.....	4	30,831	5,177	2,095	1,570	6	29,015	5,184
533	Limited price variety stores.....	2	(D)	(D)	(D)	(D)	4	4,863	906
539	Other general merchandise stores.....	15	(D)	(D)	(D)	(D)	15	1,363	122
54	Food stores.....	19	3,434	372	94	83	25	3,145	326
55 ex. 554	Automotive dealers.....	13	7,642	968	173	169	20	12,657	1,656
554	Gasoline service stations.....	17	1,514	178	55	48	20	1,316	207
56	Apparel, accessory stores.....	112	26,670	4,020	1,330	1,034	148	25,170	3,799
561, 567	Men's, boys' apparel stores, custom tailors ⁴	29	6,865	1,003	286	231	29	4,746	669
562, 563, 568	Women's clothing, specialty stores....	39	10,239	1,411	605	449	52	9,804	1,355
562	Ready-to-wear stores ⁵	24	7,835	1,084	457	330	24	8,588	1,189
565	Family clothing stores ⁵	9	4,261	764	228	189	5	3,490	675
566	Shoe stores.....	26	5,157	(D)	(D)	(D)	40	5,578	823
564, 569	Other apparel stores.....	1	(D)	(D)	(D)	(D)	14	1,428	277
57	Furniture, home furnishings, equipment stores.....	35	9,920	1,871	456	442	44	8,376	1,392
5712	Furniture stores ⁴	3	(D)	(D)	(D)	(D)	7	2,378	406
5713-15, 19	Other home furnishings stores ⁴	8	(D)	(D)	(D)	(D)	5	1,478	264
572, 573	Household appliance, radio, TV, music stores.....	24	5,427	827	217	205	32	4,520	722
58	Eating, drinking places.....	171	13,719	3,377	1,380	1,204	182	11,080	3,524
5812	Eating places.....	104	9,622	2,635	1,017	894	95	6,430	1,955
5813	Drinking places.....	67	4,097	742	363	310	87	4,650	1,569
591	Drug stores, proprietary stores.....	12	4,696	673	187	142	14	4,329	687
59 ex. 591	Other retail stores ⁶	133	12,845	2,215	607	563	142	12,530	2,676
592	Liquor stores.....	4	359	23	11	11	11	721	42
594	Book, stationery stores.....	10	1,530	255	68	65	7	828	129
595	Sporting goods, bicycle stores.....	8	989	110	42	37	5	907	109
597	Jewelry stores.....	35	5,473	1,177	279	266	40	5,441	1,816
5992	Florists.....	4	410	98	27	23	6	349	78
5996	Camera, photographic supply stores....	4	548	83	23	22	4	461	69
SELECTED SERVICES									
7011, 7012	Hotels.....	72	7,016	2,361	912	839	61	5,995	2,080
783	Motion picture theaters.....	13	4,184	918	322	237	11	4,305	669

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$2,027,000, of which \$977,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SAN DIEGO, CALIF., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SAN DIEGO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	4,074	708,921	88,469	26,923	22,470	3,634	516,828	69,399
52	Lumber, building materials, hardware, farm equipment dealers.....	152	36,887	3,947	784	716	108	25,311	3,503
5251	Hardware stores.....	52	4,362	384	121	100	33	2,151	229
52 ex. 5251	Other.....	100	32,525	3,563	663	616	75	23,160	3,274
53 part ³	General merchandise group stores ³	136	92,657	13,386	5,183	3,727	117	72,956	11,763
531	Department stores.....	9	68,234	10,428	3,721	2,670	9	(D)	(D)
533	Limited price variety stores.....	52	8,741	1,479	718	488	65	8,455	1,344
539	Other general merchandise stores.....	59	(D)	2,479	744	569	43	(D)	(D)
54	Food stores.....	671	151,621	12,339	3,043	2,428	634	106,562	8,548
55 ex. 554	Automotive dealers.....	226	128,422	14,506	2,765	2,659	190	101,582	11,523
554	Gasoline service stations.....	437	46,913	4,679	1,579	1,282	399	34,603	3,792
56	Apparel, accessory stores.....	335	49,821	6,978	2,374	1,884	339	37,268	5,251
561, 567	Men's, boys' apparel stores, custom tailors.....	67	10,661	1,493	440	365	54	7,107	955
562, 563, 568	Women's clothing, specialty stores....	132	21,600	2,944	1,169	904	131	14,879	1,964
562	Ready-to-wear stores ⁵	89	17,576	2,411	942	725	71	12,547	1,662
565	Family clothing stores ⁵	26	7,342	1,129	356	297	15	4,518	765
566	Shoe stores.....	70	8,792	1,314	352	281	83	7,957	1,107
564, 569	Other apparel stores.....	28	1,246	98	57	37	40	2,581	460
57	Furniture, home furnishings, equipment stores.....	347	53,916	8,354	2,104	1,729	293	37,921	5,512
5712	Furniture stores ⁴	117	25,536	3,729	844	776	70	16,686	2,466
5713-15, 19	Other home furnishings stores ⁴	89	10,477	2,079	575	551	49	5,181	856
572, 573	Household appliance, radio, TV, music stores.....	141	17,903	2,546	685	602	140	15,152	2,190
58	Eating, drinking places.....	960	62,485	14,528	6,175	5,384	832	44,374	11,815
5812	Eating places.....	644	46,294	11,917	5,006	4,374	529	31,475	8,451
5813	Drinking places.....	316	16,191	2,611	1,169	1,010	301	12,881	3,364
591	Drug stores, proprietary stores.....	123	26,715	3,729	1,047	840	122	16,507	2,382
59 ex. 591	Other retail stores ⁶	687	59,484	6,023	1,869	1,621	600	39,744	5,310
592	Liquor stores.....	160	19,479	1,068	352	298	149	13,856	806
594	Book, stationery stores.....	27	3,362	543	172	154	26	3,307	533
595	Sporting goods, bicycle stores.....	45	3,257	368	111	101	27	2,004	209
597	Jewelry stores.....	77	8,289	1,615	390	365	73	6,657	1,919
5992	Florists.....	38	1,873	349	116	100	28	1,035	185
5996	Camera, photographic supply stores....	15	1,555	185	55	51	14	1,017	119
SELECTED SERVICES									
7011, 7012	Hotels.....	143	11,755	3,898	1,414	1,357	131	10,752	3,619
783	Motion picture theaters.....	34	(D)	(D)	(D)	(D)	27	6,415	1,082

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SAN DIEGO STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	7,067	1,112,283	130,997	40,155	33,302	6,137	790,211	98,936
52	Lumber, building materials, hardware, farm equipment dealers.....	341	72,756	8,030	1,731	1,546	268	48,380	6,424
5251	Hardware stores.....	100	8,291	772	266	209	96	6,277	686
52 ex. 5251	Other.....	241	64,465	6,897	1,365	1,247	172	42,103	5,738
53 part ³	General merchandise group stores ³	249	115,676	16,100	6,264	4,532	209	85,880	13,349
531	Department stores.....	15	78,903	11,677	4,118	2,939	10	58,827	9,480
533	Limited price variety stores.....	101	15,635	2,402	1,171	828	105	12,583	1,969
539	Other general merchandise stores.....	101	20,664	2,021	975	765	94	14,470	1,900
54	Food stores.....	1,131	268,966	21,171	5,452	4,301	1,060	189,852	14,711
55 ex. 554	Automotive dealers.....	422	203,270	22,615	4,501	4,331	328	149,401	16,574
554	Gasoline service stations.....	827	80,660	7,505	2,683	2,178	749	56,730	5,664
56	Apparel, accessory stores.....	575	68,676	9,071	3,214	2,528	545	51,019	6,894
561, 567	Men's, boys' apparel stores, custom tailors ⁴	107	14,530	1,940	587	482	91	9,867	1,326
562, 563, 568	Women's clothing, specialty stores....	232	29,424	3,831	1,564	1,195	221	20,370	2,626
562	Ready-to-wear stores ⁵	166	24,631	3,239	1,306	988	141	17,555	2,275
565	Family clothing stores ⁵	42	8,766	1,287	433	360	32	6,409	998
566	Shoe stores.....	122	13,027	1,804	509	399	117	10,205	1,394
564, 569	Other apparel stores.....	58	2,739	(D)	(D)	(D)	64	3,860	550
57	Furniture, home furnishings, equipment stores.....	621	77,718	11,473	2,885	2,634	471	54,182	8,153
5712	Furniture stores ⁴	213	37,776	5,269	1,224	1,122	120	25,697	4,057
5713-15, 19	Other home furnishings stores ⁴	142	14,402	2,403	567	537	80	6,922	1,218
572, 573	Household appliance, radio, TV, music stores.....	266	25,540	3,397	950	838	223	20,381	2,878
58	Eating, drinking places.....	1,536	91,065	20,743	8,995	7,616	1,322	64,362	16,366
5812	Eating places.....	1,079	68,684	17,105	7,310	6,204	879	46,271	12,086
5813	Drinking places.....	459	22,381	3,638	1,685	1,412	441	18,073	4,280
591	Drug stores, proprietary stores.....	182	40,200	5,489	1,593	1,280	177	25,197	3,540
59 ex. 591	Other retail stores ⁶	1,181	93,296	8,800	2,837	2,356	1,008	65,208	7,261
592	Liquor stores.....	253	29,915	1,624	550	440	221	20,595	1,164
594	Book, stationery stores.....	49	4,441	641	222	177	48	4,238	648
595	Sporting goods, bicycle stores.....	87	4,924	488	157	128	59	3,075	284
597	Jewelry stores.....	124	10,882	2,008	486	448	111	8,406	2,148
5992	Florists.....	67	2,746	452	160	136	46	1,560	237
5996	Camera, photographic supply stores....	27	2,292	228	72	65	24	1,652	199
SELECTED SERVICES									
7011, 7012	Hotels.....	187	16,240	5,688	2,045	1,955	170	16,405	(D)
783	Motion picture theaters.....	60	10,186	2,182	901	606	48	8,872	1,608

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SAN DIEGO, THE ENTIRE CITY, AND SAN DIEGO STANDARD METROPOLITAN STATISTICAL AREA

		Percent change ¹				
SIC code	Kind of business	Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
RETAIL STORES						
	Retail stores, total ³	3.5	37.2	46.9	40.8	47.2
52	Lumber, building materials, hardware, farm equipment dealers.....	-20.5	45.7	51.9	50.4	53.7
5251	Hardware stores.....	(D)	102.8	(D)	32.1	(D)
52 ex. 5251	Other.....	(D)	40.4	(D)	53.1	(D)
53 part ³	General merchandise group stores ³	7.6	27.0	45.2	34.7	53.6
531	Department stores.....	6.3	(D)	(D)	34.1	61.3
533	Limited price variety stores.....	(D)	3.4	(D)	24.3	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	42.8	(D)
54	Food stores.....	9.2	42.3	43.3	41.7	42.2
55 ex. 554	Automotive dealers.....	-39.6	26.4	35.8	36.1	43.1
554	Gasoline service stations.....	15.0	35.6	36.4	42.2	42.8
56	Apparel, accessory stores.....	6.0	33.7	91.4	34.6	62.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	44.6	50.0	60.8	47.3	49.7
562, 563, 568	Women's clothing, specialty stores.....	4.4	45.2	123.9	44.4	81.6
562	Ready-to-wear stores ⁵	-8.8	40.1	146.0	40.3	87.3
565	Family clothing stores ⁵	22.1	62.5	199.7	36.8	54.3
566	Shoe stores.....	-7.6	10.5	52.8	27.7	70.1
564, 569	Other apparel stores.....	(D)	-51.7	(D)	-29.0	(D)
57	Furniture, home furnishings, equipment stores.....	18.4	42.2	48.9	43.4	48.0
5712	Furniture stores ⁴	(D)	53.0	(D)	47.0	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	102.2	(D)	8.1	(D)
572, 573	Household appliance, radio, TV, music stores.....	20.1	18.2	17.3	25.3	26.8
58	Eating, drinking places.....	23.8	40.8	46.5	41.5	45.2
5812	Eating places.....	49.6	47.1	46.4	48.4	48.2
5813	Drinking places.....	-11.9	25.7	46.9	23.8	36.2
591	Drug stores, proprietary stores.....	8.5	61.8	80.8	59.5	70.1
59 ex. 591	Other retail stores ⁶	2.5	49.7	71.4	43.1	52.7
592	Liquor stores.....	-50.2	40.6	45.6	45.3	48.7
594	Book, stationery stores.....	84.8	1.7	-26.1	4.8	-14.6
595	Sporting goods, bicycle stores.....	9.0	62.5	106.7	60.1	81.5
597	Jewelry stores.....	0.6	24.5	131.6	29.5	82.4
5992	Florists.....	17.5	81.0	113.3	76.0	92.9
5996	Camera, photographic supply stores.....	18.9	52.9	81.1	38.7	46.4
SELECTED SERVICES						
7011, 7012	Hotels.....	17.0	9.3	-0.4	-1.0	-11.4
783	Motion picture theaters.....	-2.8	(D)	(D)	14.8	31.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
SAN DIEGO AND OF SAN DIEGO STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	16.9	22.4	10.8	14.7
52	Lumber, building materials, hardware, farm equipment dealers...	4.6	8.5	2.3	4.4
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	40.9	52.7	32.8	41.0
531	Department stores.....	45.2	(D)	39.1	49.3
533	Limited price variety stores.....	(D)	57.5	(D)	38.6
539	Other general merchandise stores.....	(D)	(D)	(D)	9.4
54	Food stores.....	2.3	3.0	1.3	1.7
55 ex. 554	Automotive dealers.....	6.0	12.4	3.8	8.5
554	Gasoline service stations.....	3.2	3.8	1.9	2.3
56	Apparel, accessory stores.....	53.5	67.5	38.8	49.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	64.4	66.8	47.2	48.0
562, 563, 568	Women's clothing, specialty stores.....	47.4	65.9	34.8	48.1
562	Ready-to-wear stores ⁵	44.6	68.4	31.8	48.9
565	Family clothing stores ⁵	58.0	77.2	48.6	54.5
566	Shoe stores.....	58.7	70.1	39.6	54.7
564, 569	Other apparel stores.....	(D)	55.3	(D)	37.0
57	Furniture, home furnishings, equipment stores.....	18.4	22.1	12.8	15.5
5712	Furniture stores ⁴	(D)	14.3	(D)	9.3
5713-15, 19	Other home furnishings stores ⁴	(D)	28.5	(D)	21.4
572, 573	Household appliance, radio, TV, music stores.....	30.3	29.8	21.2	22.2
58	Eating, drinking places.....	22.0	25.0	15.1	17.2
5812	Eating places.....	20.8	20.4	14.0	13.9
5813	Drinking places.....	25.3	36.1	18.3	25.7
591	Drug stores, proprietary stores.....	17.6	26.2	11.7	17.1
59 ex. 591	Other retail stores ⁶	21.6	21.5	13.8	19.2
592	Liquor stores.....	1.8	5.2	1.2	3.5
594	Book, stationery stores.....	45.5	25.0	34.5	19.5
595	Sporting goods, bicycle stores.....	30.4	45.2	20.1	29.5
597	Jewelry stores.....	66.0	81.7	50.3	64.7
5992	Florists.....	21.9	33.7	14.9	22.4
5996	Camera, photographic supply stores.....	35.2	45.3	23.9	27.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN DIEGO, THE ENTIRE CITY, AND SAN DIEGO STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.4	1.8	5.2	4.9	6.5	6.1
5251	Hardware stores.....	(D)	(D)	0.6	0.4	0.7	0.8
52 ex. 5251	Other.....	(D)	(D)	4.6	4.5	5.8	5.3
53 part ³	General merchandise group stores ³	31.5	30.4	13.1	14.1	10.4	10.9
531	Department stores.....	25.7	25.0	9.6	(D)	7.1	7.4
533	Limited price variety stores.....	(D)	4.2	1.2	1.6	1.4	1.7
539	Other general merchandise stores.....	(D)	1.2	(D)	(D)	1.9	1.8
54	Food stores.....	2.9	2.7	21.4	20.5	24.2	24.1
55 ex. 554	Automotive dealers.....	6.4	10.9	18.1	19.7	18.3	18.9
554	Gasoline service stations.....	1.3	1.1	6.6	6.7	7.2	7.2
56	Apparel, accessory stores.....	22.2	21.7	7.0	7.2	6.2	6.5
561, 567	Men's, boys' apparel stores, custom tailors.....	5.7	4.1	1.5	1.4	1.3	1.2
562, 563, 568	Women's clothing, specialty stores....	8.5	8.5	3.0	2.9	2.6	2.6
562	Ready-to-wear stores ³	6.5	7.4	2.5	2.4	2.2	2.2
565	Family clothing stores ³	3.5	3.0	1.0	0.9	0.8	0.8
566	Shoe stores.....	4.3	4.8	1.2	1.5	1.2	1.3
564, 569	Other apparel stores.....	(D)	1.2	0.2	0.5	0.2	0.6
57	Furniture, home furnishings, equipment stores.....	8.3	7.2	7.6	7.4	7.0	6.8
5712	Furniture stores ⁴	(D)	2.1	3.6	3.2	3.4	3.2
5713-15, 19	Other home furnishings stores ⁴	(D)	1.3	1.5	1.3	1.3	1.1
572, 573	Household appliance, radio, TV, music stores.....	4.5	3.8	2.5	2.9	2.3	2.5
58	Eating, drinking places.....	11.4	9.6	8.8	8.6	8.2	8.1
5812	Eating places.....	8.0	5.5	6.5	6.1	6.2	5.8
5813	Drinking places.....	3.4	4.0	2.3	2.5	2.0	2.3
591	Drug stores, proprietary stores.....	3.9	3.8	3.8	3.2	3.6	3.1
59 ex. 591	Other retail stores ⁶	10.7	10.8	8.4	7.7	8.4	8.3
592	Liquor stores.....	0.3	0.6	2.7	2.7	2.7	2.6
594	Book, stationery stores.....	1.3	0.7	0.5	0.6	0.4	0.5
595	Sporting goods, bicycle stores.....	0.8	0.8	0.5	0.4	0.4	0.4
597	Jewelry stores.....	4.6	4.7	1.2	1.3	1.0	1.0
5992	Florists.....	0.3	0.3	0.3	0.2	0.2	0.2
5996	Camera, photographic supply stores....	0.5	0.4	0.2	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN DIEGO STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes stores in the area bounded by Washington, Lincoln Ave., Cleveland Ave., Blaine Ave., Centre, Robinson, Sixth Ave., Pennsylvania Ave., Fourth Ave., and Third Ave.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	4
	Number.....	139	554	Gasoline service stations.....	9
54, 58, 591	Sales.....(\$1,000)...	54,690	56	Apparel, accessory stores ¹	17
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	5
	Number.....	44	562-3, 568	Women's clothing, specialty stores.....	6
	Sales.....(\$1,000)...	5,477	562	Ready-to-wear stores ⁵	5
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵
56, 57	Number.....	51	566	Shoe stores.....	4
	Sales.....(\$1,000)...	38,268	564, 569	Other apparel stores.....	2
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	30
	Number.....	44	5712	Furniture stores.....	16
	Sales.....(\$1,000)...	10,945	5713-15, 19	Other home furnishings stores.....	6
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ²	139	58	Eating, drinking places.....	27
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	21
5251	Hardware stores.....	1	5813	Drinking places.....	6
52 ex. 5251	Other.....	3	591	Drug stores, proprietary stores.....	3
53 part ²	General merchandise group stores ^{1 2}	4	59 ex. 591	Other retail stores ⁶	27
531	Department stores.....	1	592	Liquor stores.....	4
533	Limited price variety stores.....	2	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	3
			597	Jewelry stores.....	6
54	Food stores.....	14	5992	Florists.....	3
			5996	Camera, photographic supply stores.....	1

MRC No. 2.—Includes the planned center known as "Linda Vista Shopping Plaza" bounded by Linda Vista Rd., Ulrick, and Comstock Sts.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	17	554	Gasoline service stations.....	...
54, 58, 591	Sales.....(\$1,000)...	6,599	56	Apparel, accessory stores ¹	2
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	8	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	4,678	562	Ready-to-wear stores ⁵
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵	1
56, 57	Number.....	5	566	Shoe stores.....	1
	Sales.....(\$1,000)...	1,439	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	4	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	482	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	17	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	4
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	...
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN DIEGO STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "North Clairemont Square Shopping Center" bounded by Lakehurst Ave. extended, Clairemont Mesa Blvd., and Clairemont Dr.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	17	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	7,306	56	Apparel, accessory stores ¹	7
			561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	2
	Number.....	3	562	Ready-to-wear stores ²	2
	Sales.....(\$1,000)...	(D)	565	Family clothing stores ²
			566	Shoe stores.....	3
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	1
	Number.....	10	57	Furniture, home furnishings, equipment stores.....	1
	Sales.....(\$1,000)...	1,839	5712	Furniture stores.....	...
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	1
	Number.....	4	58	Eating, drinking places.....	1
	Sales.....(\$1,000)...	(D)	5812	Eating places.....	1
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ²	17	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	2
	Hardware stores.....	1	592	Liquor stores.....	1
	Other.....	...	594	Book, stationery stores.....	...
53 part ² 531 533 539	General merchandise group stores ^{1 2}	2	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	...
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	...
54	Food stores.....	1			

MRC No. 4.—Includes stores in area bounded by Lincoln Ave., Wabash Ave., Wightman, Ray, Gunn, 28th, Pershing Ave., and Oregon

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	6
	Number.....	183	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	24,764	56	Apparel, accessory stores ¹	48
			561, 567	Men's, boys' apparel stores, custom tailors.....	9
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	21
	Number.....	40	562	Ready-to-wear stores ²	19
	Sales.....(\$1,000)...	6,811	565	Family clothing stores ²	1
			566	Shoe stores.....	13
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	4
	Number.....	86	57	Furniture, home furnishings, equipment stores.....	27
	Sales.....(\$1,000)...	13,575	5712	Furniture stores.....	7
			5713-15, 19	Other home furnishings stores.....	11
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	9
	Number.....	57	58	Eating, drinking places.....	19
	Sales.....(\$1,000)...	4,378	5812	Eating places.....	15
			5813	Drinking places.....	4
5251 52 ex. 5251	Retail stores, total ²	183	591	Drug stores, proprietary stores.....	3
	Lumber, building materials, hardware, farm equipment dealers.....	6	59 ex. 591	Other retail stores ⁶	39
	Hardware stores.....	1	592	Liquor stores.....	2
	Other.....	5	594	Book, stationery stores.....	1
53 part ² 531 533 539	General merchandise group stores ^{1 2}	11	595	Sporting goods, bicycle stores.....	3
	Department stores.....	1	597	Jewelry stores.....	8
	Limited price variety stores.....	2	5992	Florists.....	2
	Other general merchandise stores.....	8	5996	Camera, photographic supply stores.....	2
54	Food stores.....	18			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN DIEGO STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes stores in the area bounded by Felspar, Felspar extended, Lamont, Hornblend, and Mission Blvd.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	7
	Number.....	137	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	17,457	56	Apparel, accessory stores ¹	24
53 part, ² 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Number.....	37	562-3, 568	Women's clothing, specialty stores....	10
	Sales.....(\$1,000)...	6,979	562	Ready-to-wear stores ²	7
52, 55, 599	Shopping goods stores: ²		565	Family clothing stores ²
	Number.....	48	566	Shoe stores.....	8
	Sales.....(\$1,000)...	5,837	564, 569	Other apparel stores.....	2
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	15
	Number.....	52	5712	Furniture stores.....	6
	Sales.....(\$1,000)...	4,641	5713-15, 19	Other home furnishings stores.....	4
5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	5
	Retail stores, total ²	137	58	Eating, drinking places.....	18
	Lumber, building materials, hardware, farm equipment dealers.....	12	5812	Eating places.....	13
52 ex. 5251	Hardware stores.....	2	5813	Drinking places.....	5
53 part ²	Other.....	10	591	Drug stores, proprietary stores.....	4
531	General merchandise group stores ^{1 2}	9	59 ex. 591	Other retail stores ⁶	27
533	Department stores.....	1	592	Liquor stores.....	3
539	Limited price variety stores.....	3	594	Book, stationery stores.....	3
54	Other general merchandise stores.....	5	595	Sporting goods, bicycle stores.....	4
	Food stores.....	15	597	Jewelry stores.....	5
			5992	Florists.....	2
			5996	Camera, photographic supply stores....	1

MRC No. 6.—Includes the planned center known as "South Bay Plaza" bounded by Eighth St., L Ave. extended, 13th St. extended, and East Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	2
	Number.....	50	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	18,413	56	Apparel, accessory stores ¹	13
53 part, ² 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	11	562-3, 568	Women's clothing, specialty stores....	7
	Sales.....(\$1,000)...	5,712	562	Ready-to-wear stores ²	6
52, 55, 599	Shopping goods stores: ²		565	Family clothing stores ²	1
	Number.....	23	566	Shoe stores.....	4
	Sales.....(\$1,000)...	7,505	564, 569	Other apparel stores.....	...
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	6
	Number.....	16	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	5,196	5713-15, 19	Other home furnishings stores.....	2
5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	4
	Retail stores, total ²	50	58	Eating, drinking places.....	4
	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	4
52 ex. 5251	Hardware stores.....	1	5813	Drinking places.....	...
53 part ²	Other.....	4	591	Drug stores, proprietary stores.....	1
531	General merchandise group stores ^{1 2}	4	59 ex. 591	Other retail stores ⁶	6
533	Department stores.....	1	592	Liquor stores.....	...
539	Limited price variety stores.....	2	594	Book, stationery stores.....	...
54	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
	Food stores.....	6	597	Jewelry stores.....	1
			5992	Florists.....	1
			5996	Camera, photographic supply stores....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers--mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators--have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories--those with some paid employment during 1958, i.e., the "employer" universe, and those with no paid employment during 1958, i.e., the "nonemployer" universe. The method of obtaining census information for these two groups is described below.

Enumeration of "Employers."--Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of "Nonemployers."--This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

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CENTRAL BUSINESS DISTRICT STATISTICS

San Francisco-Oakland,
Calif., Area

1958
Census
of
Business



U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

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Vol. VII, Central Business District Report,
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Washington, D. C. - 1961

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

SAN FRANCISCO - OAKLAND, CALIF.

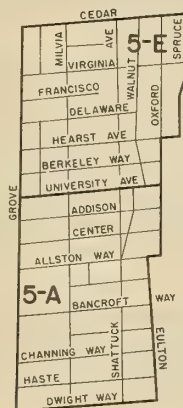
STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICTS

OAKLAND CENTRAL BUSINESS DISTRICT

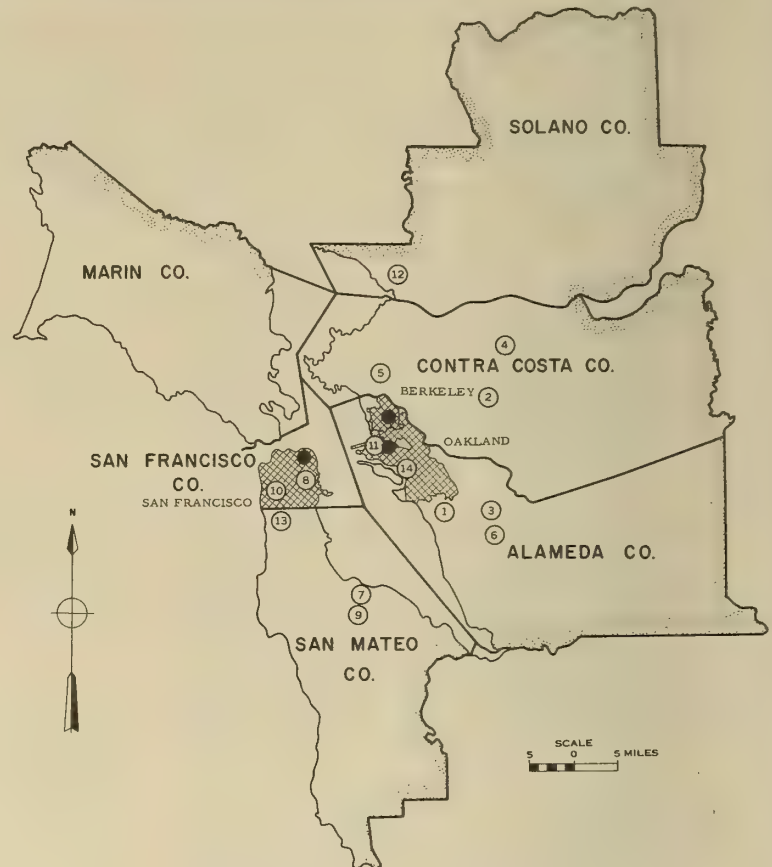


SCALE
0 800 FT.

BERKELEY CENTRAL BUSINESS DISTRICT

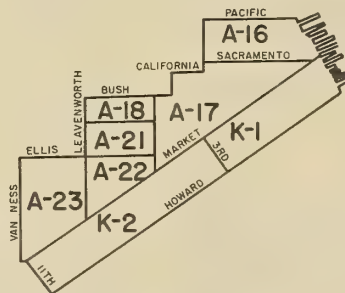


SCALE
0 800 FT.



SCALE
0 5 MILES

SAN FRANCISCO CENTRAL BUSINESS DISTRICT



SCALE
0 800 FT.

- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY, 1954
- ▨ ANNEXATIONS THROUGH 1958
- STANDARD METROPOLITAN STATISTICAL AREA
- 5-A TRACT NUMBER

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,193	455,281	82,014	24,324	20,659	2,343	410,567	79,809
52	Lumber, building materials, hardware, farm equipment dealers.....	32	3,988	590	130	126	26	2,974	358
5251	Hardware stores.....	9	1,662	246	51	49	11	1,499	181
52 ex. 5251	Other.....	23	2,326	344	79	77	15	1,475	177
53 part ³	General merchandise group stores ³	48	130,394	23,989	7,161	5,530	39	114,947	23,439
531	Department stores.....	7	116,845	21,313	6,234	4,968	7	105,418	20,987
533	Limited price variety stores.....	5	9,540	2,262	776	430	8	7,726	2,192
539	Other general merchandise stores.....	36	4,009	414	151	132	24	1,803	260
54	Food stores.....	172	24,540	1,933	615	517	182	22,125	2,345
55 ex. 554	Automotive dealers.....	31	13,330	1,572	271	263	32	14,815	1,776
554	Gasoline service stations.....	40	4,497	508	145	123	49	3,778	582
56	Apparel, accessory stores.....	286	96,690	18,418	4,819	4,294	370	91,157	16,801
561, 567	Men's, boys' apparel stores, custom tailors ⁴	111	21,915	3,810	939	832	65	16,296	2,735
562, 563, 568	Women's clothing, specialty stores.....	117	57,395	11,995	3,212	2,918	116	45,540	9,051
562	Ready-to-wear stores ⁵	47	50,659	11,066	2,960	2,690	49	41,747	8,491
565	Family clothing stores ⁵	9	7,848	1,010	292	245	12	10,970	1,863
566	Shoe stores.....	39	8,865	1,530	347	273	58	10,586	1,963
564, 569	Other apparel stores.....	4	487	73	29	26	96	7,163	1,189
57	Furniture, home furnishings, equipment stores.....	106	32,432	4,525	1,075	1,029	112	33,688	5,490
5712	Furniture stores ⁴	48	20,007	2,597	511	487	35	19,325	3,695
5713-15, 19	Other home furnishings stores ⁴	16	3,733	787	244	227	21	4,928	871
572, 573	Household appliance, radio, TV, music stores.....	42	8,692	1,141	320	315	40	9,223	924
58	Eating, drinking places.....	829	79,462	21,271	7,374	6,358	857	69,347	19,428
5812	Eating places.....	559	64,803	18,764	6,322	5,472	523	51,633	15,810
5813	Drinking places.....	270	14,659	2,507	1,052	886	332	17,690	3,618
591	Drug stores, proprietary stores.....	49	10,660	1,514	464	368	54	10,520	1,624
59 ex. 591	Other retail stores ⁶	600	59,288	7,694	2,270	2,051	622	47,216	7,966
592	Liquor stores.....	51	6,503	436	116	104	62	5,684	430
594	Book, stationery stores.....	43	4,373	659	207	181	59	4,437	743
595	Sporting goods, bicycle stores.....	5	2,081	411	117	100	19	2,558	290
597	Jewelry stores.....	109	14,654	1,831	546	527	104	11,310	1,723
5992	Florists.....	32	2,480	565	180	143	24	1,628	342
5996	Camera, photographic supply stores....	20	4,514	420	70	68	19	3,735	479
SELECTED SERVICES									
7011, 7012	Hotels.....	282	40,550	15,626	5,960	5,071	231	32,997	13,602
783	Motion picture theaters.....	27	6,772	1,729	517	454	23	8,696	1,783

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$9,559,000, of which \$2,404,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SAN FRANCISCO-OAKLAND, CALIF., AREA

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Table 1B.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF OAKLAND

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	746	186,052	29,823	9,227	7,572	877	184,889	31,796
52	Lumber, building materials, hardware, farm equipment dealers.....	10	7,990	1,235	225	183	16	4,641	712
5251	Hardware stores.....	3	(D)	(D)	(D)	(D)	4	(D)	(D)
52 ex. 5251	Other.....	7	(D)	(D)	(D)	(D)	12	(D)	(D)
53 part ³	General merchandise group stores ³	16	52,433	9,439	3,388	2,473	19	49,317	8,880
531	Department stores.....	4	41,213	7,518	2,688	1,989	4	(D)	(D)
533	Limited price variety stores.....	4	(D)	(D)	(D)	(D)	8	4,825	1,108
539	Other general merchandise stores.....	8	(D)	(D)	(D)	(D)	7	(D)	(D)
54	Food stores.....	81	14,853	1,174	437	364	93	19,001	2,229
55 ex. 554	Automotive dealers.....	11	12,993	1,615	325	315	7	10,911	1,565
554	Gasoline service stations.....	28	2,775	277	82	62	32	2,719	292
56	Apparel, accessory stores.....	136	32,404	5,686	1,618	1,333	175	34,200	6,517
561, 567	Men's, boys' apparel stores, custom tailors ⁴	41	10,018	2,026	473	410	30	8,718	1,923
562, 563, 568	Women's clothing, specialty stores....	54	13,574	2,308	774	651	61	14,207	2,567
562	Ready-to-wear stores ⁵	31	11,861	2,024	657	559	32	12,439	2,292
565	Family clothing stores ⁵	8	3,105	(D)	(D)	(D)	5	3,513	637
566	Shoe stores.....	27	5,535	878	215	144	42	6,271	1,113
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	33	1,417	277
57	Furniture, home furnishings, equipment stores.....	51	22,683	3,727	964	930	72	26,935	4,149
5712	Furniture stores ⁴	22	17,172	2,964	761	738	27	18,552	2,965
5713-15, 19	Other home furnishings stores ⁴	11	966	94	28	23	7	2,673	395
572, 573	Household appliance, radio, TV, music stores.....	18	4,545	669	175	169	33	5,589	789
58	Eating, drinking places.....	205	14,062	3,075	1,189	1,040	217	13,509	3,814
5812	Eating places.....	134	9,198	2,367	934	819	143	9,289	2,728
5813	Drinking places.....	71	4,874	708	255	221	74	4,220	1,086
591	Drug stores, proprietary stores.....	17	11,292	1,408	375	335	25	7,403	959
59 ex. 591	Other retail stores ⁶	191	14,567	2,187	624	537	221	16,253	2,679
592	Liquor stores.....	25	1,930	123	39	34	14	974	74
594	Book, stationery stores.....	13	1,444	297	111	100	10	1,499	357
595	Sporting goods, bicycle stores.....	6	599	80	22	22	10	736	62
597	Jewelry stores.....	39	6,211	1,071	258	221	48	8,263	1,576
5992	Florists.....	8	289	29	7	6	12	375	39
5996	Camera, photographic supply stores....	4	468	37	7	7	3	310	35
SELECTED SERVICES									
7011, 7012	Hotels.....	57	2,479	941	400	333	53	2,590	992
783	Motion picture theaters.....	10	2,802	750	228	202	13	3,514	789

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$5,423,000, of which \$1,624,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex.591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 10.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF BERKELEY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	246	45,043	6,769	1,907	1,485	235	41,186	5,842
52	Lumber, building materials, hardware, farm equipment dealers.....	12	1,859	309	85	77	10	2,127	327
5251	Hardware stores.....	6	(D)	(D)	(D)	(D)	5	1,421	247
52 ex. 5251	Other.....	6	(D)	(D)	(D)	(D)	5	706	80
53 part ³	General merchandise group stores ³	10	8,244	1,582	518	318	9	8,003	1,136
531	Department stores.....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
533	Limited price variety stores.....	3	(D)	(D)	(D)	(D)	4	1,105	221
539	Other general merchandise stores.....	6	2,623	305	104	61	4	(D)	(D)
54	Food stores.....	26	5,874	613	180	138	22	5,041	558
55 ex. 554	Automotive dealers.....	18	10,605	1,305	242	238	11	9,878	1,190
554	Gasoline service stations.....	15	1,666	235	66	58	19	1,624	273
56	Apparel, accessory stores.....	40	6,072	860	252	186	37	5,298	732
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5	1,200	171	40	32	5	1,738	257
562, 563, 568	Women's clothing, specialty stores....	19	1,788	238	95	64	15	1,436	161
562	Ready-to-wear stores ⁵	10	937	144	53	53	6	1,066	118
565	Family clothing stores ⁵	3	(D)	(D)	(D)	(D)	2	(D)	(D)
566	Shoe stores.....	9	1,316	189	49	35	9	1,025	138
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	6	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	26	4,199	674	156	139	26	3,735	610
5712	Furniture stores ⁴	11	2,138	375	92	85	9	1,837	371
5713-15, 19	Other home furnishings stores ⁴	6	404	42	14	10	5	330	45
572, 573	Household appliance, radio, TV, music stores.....	9	1,657	257	50	44	12	1,568	194
58	Eating, drinking places.....	40	2,180	619	227	197	44	1,963	509
5812	Eating places.....	40	2,180	619	227	197	44	1,963	509
5813	Drinking places.....
591	Drug stores, proprietary stores.....	6	1,500	190	46	38	6	1,218	193
59 ex. 591	Other retail stores ⁶	53	2,844	382	135	96	51	2,299	314
592	Liquor stores.....
594	Book, stationery stores.....	8	564	89	39	21	4	359	48
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
597	Jewelry stores.....	5	408	79	20	17	10	463	84
5992	Florists.....	4	217	18	10	8	6	194	16
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	7	446	189	37	28	9	494	179
783	Motion picture theaters.....	4	718	196	80	61	4	844	195

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SAN FRANCISCO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	8,729	1,228,721	169,842	50,850	42,972	9,588	1,154,020	170,242
52	Lumber, building materials, hardware, farm equipment dealers.....	251	27,130	2,894	680	618	250	24,638	2,418
5251	Hardware stores.....	107	8,066	912	242	206	126	7,473	718
52 ex. 5251	Other.....	144	19,064	1,982	438	412	124	17,166	1,700
53 part ³	General merchandise group stores ³	219	197,708	33,391	9,743	7,524	230	167,134	31,158
531	Department stores.....	12	165,873	28,329	8,048	6,410	13	145,025	26,916
533	Limited price variety stores.....	106	(D)	1,273	376	307	101	16,171	3,624
539	Other general merchandise stores.....	83	18,547	3,789	1,319	807	116	5,938	618
54	Food stores.....	1,909	265,468	19,068	5,227	4,324	2,323	257,052	19,579
55 ex. 554	Automotive dealers.....	192	142,769	15,019	3,106	3,034	225	165,399	17,850
554	Gasoline service stations.....	545	56,200	5,419	1,816	1,414	540	45,682	5,199
56	Apparel, accessory stores.....	642	120,256	21,443	5,851	5,091	789	113,449	19,640
561, 567	Men's, boys' apparel stores, custom tailors ⁴	171	25,420	4,253	1,060	934	132	22,897	3,544
562, 563, 568	Women's clothing, specialty stores....	270	67,876	13,365	3,749	3,330	283	50,938	9,719
562	Ready-to-wear stores ⁵	100	59,222	12,300	3,439	3,059	118	45,023	8,981
565	Family clothing stores ⁵	27	9,784	1,288	393	321	34	13,727	2,240
566	Shoe stores.....	102	14,299	2,303	558	428	121	15,354	2,626
564, 569	Other apparel stores.....	48	2,289	234	91	78	177	9,819	1,511
57	Furniture, home furnishings, equipment stores.....	551	83,670	11,293	2,884	2,692	605	80,346	12,063
5712	Furniture stores ⁴	197	49,116	6,391	1,463	1,383	133	40,987	7,096
5713-15, 19	Other home furnishings stores ⁴	126	11,058	1,943	561	507	111	14,984	2,067
572, 573	Household appliance, radio, TV, music stores.....	228	23,496	2,959	860	802	249	22,201	2,900
58	Eating, drinking places.....	2,567	182,485	44,024	16,133	13,800	2,602	167,260	45,446
5812	Eating places.....	1,695	138,033	37,345	13,474	11,650	1,640	123,559	37,309
5813	Drinking places.....	872	44,452	6,679	2,659	2,150	956	43,659	8,137
591	Drug stores, proprietary stores.....	262	36,284	4,944	1,576	1,150	299	32,922	4,388
59 ex. 591	Other retail stores ⁶	1,591	116,751	12,347	3,834	3,325	1,725	100,138	12,501
592	Liquor stores.....	295	30,244	1,592	507	408	323	26,753	1,437
594	Book, stationery stores.....	112	7,841	958	306	254	134	9,175	1,407
595	Sporting goods, bicycle stores.....	44	3,958	547	158	129	49	(D)	(D)
597	Jewelry stores.....	188	19,346	2,480	687	658	189	17,024	2,504
5992	Florists.....	135	5,838	952	305	247	119	4,710	821
5996	Camera, photographic supply stores....	39	7,376	659	179	163	32	4,531	541
SELECTED SERVICES									
7011, 7012	Hotels.....	502	58,372	21,598	8,036	6,834	463	48,787	19,066
783	Motion picture theaters.....	85	14,239	3,707	1,370	1,053	72	14,675	3,189

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2B.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF OAKLAND

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	4,019	581,258	(D)	(D)	(D)	4,600	553,735	73,272
52	Lumber, building materials, hardware, farm equipment dealers.....	120	20,626	2,734	594	494	144	19,962	2,496
5251	Hardware stores.....	43	9,292	1,346	291	233	60	7,201	1,076
52 ex. 5251	Other.....	77	11,334	1,388	303	261	84	12,761	1,420
53 part ³	General merchandise group stores ³	106	92,452	14,664	4,921	3,681	131	79,742	13,236
531	Department stores.....	8	78,018	12,444	4,063	3,094	6	66,876	11,349
533	Limited price variety stores.....	60	5,910	993	451	287	90	8,998	1,529
539	Other general merchandise stores.....	26	(D)	(D)	(D)	(D)	33	(D)	358
54	Food stores.....	840	125,074	9,665	2,685	2,151	1,125	127,900	9,844
55 ex. 554	Automotive dealers.....	215	87,773	9,603	1,903	1,835	210	92,043	10,144
554	Gasoline service stations.....	402	35,191	3,383	1,161	884	387	29,560	2,811
56	Apparel, accessory stores.....	281	43,264	7,182	2,080	1,666	375	45,055	7,860
561, 567	Men's, boys' apparel stores, custom tailors.....	69	12,893	2,340	554	457	46	9,914	2,064
562, 563, 568	Women's clothing, specialty stores....	106	17,997	3,025	1,022	840	154	19,426	3,202
562	Ready-to-wear stores ⁵	70	15,951	2,713	886	734	81	16,816	2,882
565	Family clothing stores ⁵	15	3,556	548	164	123	12	4,551	769
566	Shoe stores.....	59	7,556	1,127	287	199	79	8,756	1,443
564, 569	Other apparel stores.....	20	1,062	142	53	47	68	2,246	382
57	Furniture, home furnishings, equipment stores.....	283	43,222	6,521	2,265	1,464	302	48,518	7,255
5712	Furniture stores ⁴	106	27,189	4,206	1,687	935	79	28,810	4,422
5713-15, 19	Other home furnishings stores ⁴	70	5,401	878	223	207	51	6,647	1,165
572, 573	Household appliance, radio, TV, music stores.....	107	10,632	1,437	355	322	138	12,257	1,668
58	Eating, drinking places.....	968	63,826	16,921	5,983	5,262	1,044	51,445	12,450
5812	Eating places.....	657	48,800	14,747	5,194	4,621	673	34,658	9,401
5813	Drinking places.....	311	15,026	2,174	789	641	371	16,787	3,049
591	Drug stores, proprietary stores.....	112	23,085	(D)	(D)	(D)	130	18,836	2,374
59 ex. 591	Other retail stores ⁶	692	46,745	4,727	1,463	1,223	752	40,674	4,802
592	Liquor stores.....	215	20,647	1,111	389	328	179	13,008	694
594	Book, stationery stores.....	38	3,374	531	219	179	31	2,383	506
595	Sporting goods, bicycle stores.....	28	2,298	243	72	57	35	2,037	189
597	Jewelry stores.....	77	8,256	1,377	313	274	81	8,865	1,653
5992	Florists.....	47	1,633	285	95	81	51	1,750	233
5996	Camera, photographic supply stores....	9	841	80	20	14	12	551	50
SELECTED SERVICES									
7011, 7012	Hotels.....	103	3,510	1,252	546	458	85	3,835	1,387
783	Motion picture theaters.....	22	(D)	(D)	(D)	(D)	31	5,508	1,226

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SAN FRANCISCO-OAKLAND, CALIF., AREA

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Table 2C.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF BERKELEY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,024	151,399	18,698	5,426	4,321	1,117	125,073	(D)
52	Lumber, building materials, hardware, farm equipment dealers.....	44	4,447	510	141	123	37	4,141	(D)
5251	Hardware stores.....	20	1,694	162	58	46	17	1,989	(D)
52 ex. 5251	Other.....	24	2,753	348	83	77	20	2,152	316
53 part ³	General merchandise group stores ³	39	14,738	2,507	905	638	46	9,724	1,318
531	Department stores.....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
533	Limited price variety stores.....	23	2,847	435	225	126	35	2,560	383
539	Other general merchandise stores.....	13	(D)	(D)	(D)	(D)	10	(D)	(D)
54	Food stores.....	214	39,397	3,291	891	701	272	35,701	2,862
55 ex. 554	Automotive dealers.....	53	28,737	3,106	546	538	54	20,939	2,231
554	Gasoline service stations.....	113	12,045	1,331	454	349	110	9,588	1,150
56	Apparel, accessory stores.....	75	10,022	1,471	434	326	87	8,678	1,175
561, 567	Men's, boys' apparel stores, custom tailors.....	14	2,096	320	71	55	10	2,331	325
562, 563, 568	Women's clothing, specialty stores....	31	3,184	469	180	131	37	2,809	367
562	Ready-to-wear stores ⁵	16	2,182	353	127	92	18	1,825	237
565	Family clothing stores ⁵	6	2,341	331	90	72	2	(D)	(D)
566	Shoe stores.....	17	1,978	298	77	56	18	1,604	212
564, 569	Other apparel stores.....	7	423	53	16	12	18	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	75	10,860	1,570	407	357	101	12,856	1,551
5712	Furniture stores ⁴	28	4,891	762	180	161	20	3,409	545
5713-15, 19	Other home furnishings stores ⁴	14	636	61	18	14	15	1,213	152
572, 573	Household appliance, radio, TV, music stores.....	33	5,333	747	209	182	48	7,984	854
58	Eating, drinking places.....	166	9,716	2,520	922	762	163	7,903	1,896
5812	Eating places.....	148	8,976	2,410	882	729	146	7,004	1,728
5813	Drinking places.....	18	740	110	40	33	17	899	168
591	Drug stores, proprietary stores.....	42	7,014	922	252	181	39	4,993	701
59 ex. 591	Other retail stores ⁶	203	14,423	1,470	474	346	208	10,550	(D)
592	Liquor stores.....	36	4,473	300	78	55	31	3,441	221
594	Book, stationery stores.....	23	3,234	503	173	126	17	1,624	255
595	Sporting goods, bicycle stores.....	9	852	92	19	14	8	625	82
597	Jewelry stores.....	17	746	100	28	22	21	780	113
5992	Florists.....	10	416	41	20	16	20	429	43
5996	Camera, photographic supply stores....	9	582	78	28	21	7	1,015	182
SELECTED SERVICES									
7011, 7012	Hotels.....	13	1,680	637	246	201	15	2,240	846
783	Motion picture theaters.....	12	(D)	(D)	(D)	(D)	9	1,273	288

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	24,534	3,491,706	435,086	131,029	107,871	25,366	2,958,649	378,568
52	Lumber, building materials, hardware, farm equipment dealers.....	1,008	138,777	16,284	3,846	3,357	949	128,542	15,234
5251	Hardware stores.....	361	39,316	4,733	1,276	1,051	399	33,479	3,899
52 ex. 5251	Other.....	647	99,461	11,551	2,570	2,306	550	95,063	11,335
53 part ³	General merchandise group stores ³	761	426,343	68,113	21,925	16,401	779	336,177	56,837
531	Department stores.....	51	326,245	53,587	16,257	12,438	39	252,977	44,552
533	Limited price variety stores.....	371	51,457	8,920	3,774	2,486	431	48,333	8,569
539	Other general merchandise stores.....	302	46,843	5,606	1,894	1,477	303	34,607	3,716
54	Food stores.....	4,671	896,299	67,343	18,075	14,767	5,778	767,719	57,688
55 ex. 554	Automotive dealers.....	1,169	538,541	55,950	11,168	10,798	1,010	471,767	49,725
554	Gasoline service stations.....	2,487	233,864	22,109	7,715	5,744	2,173	178,170	17,919
56	Apparel, accessory stores.....	1,772	251,315	39,790	11,881	9,674	1,994	223,085	34,938
561, 567	Men's, boys' apparel stores, custom tailors ⁴	391	57,277	8,894	2,297	1,884	286	47,343	7,190
562, 563, 568	Women's clothing, specialty stores....	707	119,182	20,780	6,527	5,484	796	93,259	15,606
562	Ready-to-wear stores ⁵	378	102,037	18,661	5,771	4,862	410	79,751	14,070
565	Family clothing stores ⁵	89	24,138	3,284	1,026	805	88	25,842	4,023
566	Shoe stores.....	378	41,998	6,067	1,691	1,240	373	38,039	5,749
564, 569	Other apparel stores.....	153	7,584	765	340	261	369	17,042	2,370
57	Furniture, home furnishings, equipment stores.....	1,793	219,027	30,068	8,396	7,061	1,751	203,674	28,862
5712	Furniture stores ⁴	616	116,684	15,793	4,466	3,498	400	99,038	15,299
5713-15, 19	Other home furnishings stores ⁴	397	30,178	4,834	1,339	1,213	282	30,127	4,440
572, 573	Household appliance, radio, TV, music stores.....	780	72,165	9,441	2,591	2,350	797	69,221	9,123
58	Eating, drinking places.....	5,968	380,034	91,086	34,198	28,973	5,942	318,891	79,764
5812	Eating places.....	4,046	285,149	76,729	28,688	24,599	3,814	225,533	62,797
5813	Drinking places.....	1,922	94,885	14,357	5,510	4,374	2,110	93,148	16,967
591	Drug stores, proprietary stores.....	768	120,263	16,095	4,877	3,656	775	94,680	12,303
59 ex. 591	Other retail stores ⁶	4,137	287,243	28,248	8,948	7,440	4,215	235,944	25,298
592	Liquor stores.....	853	95,418	5,216	1,656	1,296	805	69,182	3,555
594	Book, stationery stores.....	265	20,273	2,758	960	788	248	16,544	2,552
595	Sporting goods, bicycle stores.....	224	14,340	1,432	431	339	199	11,754	1,029
597	Jewelry stores.....	463	39,044	5,543	1,430	1,298	439	34,485	5,379
5992	Florists.....	320	13,421	2,074	688	553	284	9,983	1,502
5996	Camera, photographic supply stores....	99	12,102	1,127	338	292	90	8,564	989
SELECTED SERVICES									
7011, 7012	Hotels.....	730	68,529	25,159	9,468	7,962	661	58,000	22,201
783	Motion picture theaters.....	202	28,663	7,218	2,954	2,215	208	31,757	6,747

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4A.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO, THE ENTIRE CITY, AND SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	10.9	6.5	4.0	18.0	19.2
52	Lumber, building materials, hardware, farm equipment dealers.....	34.1	10.1	6.8	8.0	7.3
5251	Hardware stores.....	10.9	7.9	7.2	17.4	17.7
52 ex. 5251	Other.....	57.8	11.1	6.7	4.6	3.8
53 part ³	General merchandise group stores ³	13.4	18.3	29.0	26.8	33.8
531	Department stores.....	10.8	14.4	23.8	29.0	41.9
533	Limited price variety stores.....	23.5	(D)	(D)	6.5	3.2
539	Other general merchandise stores.....	122.4	212.3	251.6	35.4	30.6
54	Food stores.....	10.9	3.3	2.6	16.7	16.9
55 ex. 554	Automotive dealers.....	-10.0	-13.7	-14.1	14.2	14.9
554	Gasoline service stations.....	19.0	23.0	23.4	31.3	31.5
56	Apparel, accessory stores.....	6.1	6.0	5.7	10.4	17.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	34.5	11.0	-46.9	-6.6	13.9
562, 563, 568	Women's clothing, specialty stores.....	26.0	33.3	94.2	27.8	29.5
562	Ready-to-wear stores ⁵	21.3	31.5	161.4	27.9	35.2
565	Family clothing stores ⁵	-28.5	-28.7	-29.8	21.0	9.5
566	Shoe stores.....	-16.3	-6.9	14.0	12.7	20.7
564, 569	Other apparel stores.....	-93.2	-76.7	-32.2	-55.5	-28.2
57	Furniture, home furnishings, equipment stores.....	-3.7	4.1	9.8	7.5	9.8
5712	Furniture stores ⁴	3.5	19.8	34.4	17.8	21.3
5713-15, 19	Other home furnishings stores ⁴	-24.3	-26.2	-27.2	0.2	-4.9
572, 573	Household appliance, radio, TV, music stores.....	-5.8	5.8	14.1	4.3	5.8
58	Eating, drinking places.....	14.6	9.1	5.2	19.2	20.4
5812	Eating places.....	25.5	11.7	1.8	26.4	26.7
5813	Drinking places.....	-17.1	1.8	14.7	1.9	6.3
591	Drug stores, proprietary stores.....	1.3	10.2	14.4	27.0	30.2
59 ex. 591	Other retail stores ⁶	25.6	16.6	8.6	21.7	20.8
592	Liquor stores.....	14.4	13.0	12.7	37.9	40.0
594	Book, stationery stores.....	-1.5	-14.5	-26.8	22.5	31.3
595	Sporting goods, bicycle stores.....	-18.7	(D)	(D)	22.0	33.3
597	Jewelry stores.....	29.6	13.6	-17.9	13.2	5.2
5992	Florists.....	52.3	23.9	9.0	34.4	31.0
5996	Camera, photographic supply stores.....	20.9	62.8	259.5	41.3	57.1
	SELECTED SERVICES					
7011, 7012	Hotels.....	22.9	19.6	12.9	18.2	11.9
783	Motion picture theaters.....	-22.1	-3.0	24.9	-9.8	-5.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4B.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF OAKLAND, THE ENTIRE CITY, AND SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	0.6	5.0	7.1	18.0	19.2
52	Lumber, building materials, hardware, farm equipment dealers.....	72.2	3.3	-17.5	8.0	5.6
5251	Hardware stores.....	(D)	29.0	(D)	17.4	(D)
52 ex. 5251	Other.....	(D)	-11.2	(D)	4.6	(D)
53 part ³	General merchandise group stores ³	6.3	15.9	31.5	26.8	30.3
531	Department stores.....	(D)	16.7	(D)	29.0	(D)
533	Limited price variety stores.....	(D)	-34.3	(D)	6.5	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	35.4	(D)
54	Food stores.....	-21.8	-2.2	1.2	16.7	17.7
55 ex. 554	Automotive dealers.....	19.1	-4.6	-7.8	14.2	14.0
554	Gasoline service stations.....	2.1	19.0	20.8	31.3	31.7
56	Apparel, accessory stores.....	-5.3	-4.0	0.1	12.7	15.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	14.9	30.0	140.4	21.0	22.4
562, 563, 568	Women's clothing, specialty stores.....	-4.5	-7.4	-15.3	27.8	33.6
562	Ready-to-wear stores ⁵	-4.7	-5.2	-6.6	27.9	34.0
565	Family clothing stores ⁵	-11.6	-21.9	-56.6	-6.6	-5.8
566	Shoe stores.....	-11.7	-13.7	-18.7	10.4	14.8
564, 569	Other apparel stores.....	(D)	-52.7	(D)	-55.5	(D)
57	Furniture, home furnishings, equipment stores.....	-15.8	-10.9	-4.8	7.5	11.1
5712	Furniture stores ⁴	-7.4	-5.6	-2.4	17.8	23.6
5713-15, 19	Other home furnishings stores ⁴	-63.9	-18.8	11.6	0.2	6.4
572, 573	Household appliance, radio, TV, music stores.....	-18.7	-13.3	-8.7	4.3	6.3
58	Eating, drinking places.....	4.1	24.1	31.2	19.2	19.8
5812	Eating places.....	-1.0	40.8	56.1	26.4	27.6
5813	Drinking places.....	15.5	-10.5	-19.2	1.9	1.2
591	Drug stores, proprietary stores.....	52.5	22.6	3.1	27.0	24.9
59 ex. 591	Other retail stores ⁶	-10.4	14.9	31.8	21.7	24.1
592	Liquor stores.....	98.2	58.7	239.7	37.9	37.1
594	Book, stationery stores.....	-3.7	41.6	118.3	22.5	25.2
595	Sporting goods, bicycle stores.....	-18.6	12.8	55.5	22.0	24.7
597	Jewelry stores.....	-24.8	-6.9	30.6	13.2	25.2
5992	Florists.....	-22.9	-6.7	-2.3	34.4	36.7
5996	Camera, photographic supply stores.....	51.0	52.6	54.8	41.3	40.9
	SELECTED SERVICES					
7011, 7012	Hotels.....	-4.3	-8.5	-17.2	18.2	19.2
783	Motion picture theaters.....	-20.3	(D)	(D)	-9.8	-8.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4C.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF BERKELEY, THE ENTIRE CITY, AND SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	9.4	21.0	26.8	18.0	18.1
52	Lumber, building materials, hardware, farm equipment dealers.....	-12.6	7.4	28.5	8.0	8.3
5251	Hardware stores.....	(D)	-14.8	(D)	17.4	(D)
52 ex. 5251	Other.....	(D)	27.9	(D)	4.6	(D)
53 part ³	General merchandise group stores ³	3.0	51.6	277.3	26.8	27.4
531	Department stores.....	(D)	(D)	(D)	29.0	(D)
533	Limited price variety stores.....	(D)	11.2	(D)	6.5	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	35.4	(D)
54	Food stores.....	16.5	10.4	9.3	16.7	16.7
55 ex. 554	Automotive dealers.....	7.4	37.2	63.9	14.2	14.3
554	Gasoline service stations.....	2.6	25.6	30.3	31.3	31.5
56	Apparel, accessory stores.....	14.6	15.5	16.9	12.7	12.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-31.0	-10.1	51.1	21.0	23.0
562, 563, 568	Women's clothing, specialty stores.....	24.5	13.3	1.7	27.8	27.8
562	Ready-to-wear stores ⁵	-12.1	19.6	64.0	27.9	28.5
565	Family clothing stores ⁵	(D)	(D)	(D)	-6.6	(D)
566	Shoe stores.....	28.4	23.3	14.3	10.4	9.9
564, 569	Other apparel stores.....	(D)	(D)	(D)	-55.5	(D)
57	Furniture, home furnishings, equipment stores.....	12.4	-15.5	-27.0	7.5	7.4
5712	Furniture stores ⁴	16.4	43.5	75.1	17.8	17.8
5713-15, 19	Other home furnishings stores ⁴	22.4	-47.6	-73.7	0.2	-0.1
572, 573	Household appliance, radio, TV, music stores.....	5.7	-33.2	-42.7	4.3	4.2
58	Eating, drinking places.....	11.1	22.9	26.9	19.2	19.2
5812	Eating places.....	11.1	28.2	34.8	26.4	26.6
5813	Drinking places.....	...	-17.7	-17.7	1.9	1.9
591	Drug stores, proprietary stores.....	23.2	40.5	46.1	27.0	27.1
59 ex. 591	Other retail stores ⁶	23.7	36.7	40.3	21.7	21.7
592	Liquor stores.....	...	30.0	30.0	37.9	13.6
594	Book, stationery stores.....	57.1	36.3	111.1	22.5	21.8
595	Sporting goods, bicycle stores.....	(D)	-4.4	(D)	22.0	(D)
597	Jewelry stores.....	-11.9	99.1	6.6	13.2	37.9
5992	Florists.....	11.9	-3.0	-15.3	34.4	34.9
5996	Camera, photographic supply stores.....	(D)	-42.7	(D)	41.3	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	-9.7	-25.0	-29.3	18.2	18.4
783	Motion picture theaters.....	-14.9	(D)	(D)	-9.8	-9.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5A.--RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
SAN FRANCISCO AND OF SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	37.1	35.6	13.0	13.9
52	Lumber, building materials, hardware, farm equipment dealers...	14.7	12.1	2.9	2.3
5251	Hardware stores.....	20.6	20.1	4.2	4.5
52 ex. 5251	Other.....	12.2	8.6	2.3	1.6
53 part ³	General merchandise group stores ³	66.0	68.8	30.6	34.2
531	Department stores.....	70.4	72.7	35.8	41.7
533	Limited price variety stores.....	(D)	47.8	18.5	16.0
539	Other general merchandise stores.....	21.6	30.4	8.6	5.2
54	Food stores.....	9.2	8.6	2.7	2.9
55 ex. 554	Automotive dealers.....	9.3	9.0	2.5	3.1
554	Gasoline service stations.....	8.0	8.3	1.9	2.1
56	Apparel, accessory stores.....	80.4	80.4	38.5	40.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	86.2	71.2	38.3	34.4
562, 563, 568	Women's clothing, specialty stores.....	84.6	89.4	48.2	48.8
562	Ready-to-wear stores ⁵	85.5	92.7	49.6	52.3
565	Family clothing stores ⁵	80.2	79.9	32.5	42.5
566	Shoe stores.....	62.0	68.9	21.1	27.8
564, 569	Other apparel stores.....	21.3	73.0	6.4	42.0
57	Furniture, home furnishings, equipment stores.....	38.8	41.9	14.8	16.5
5712	Furniture stores ⁴	40.7	47.1	17.1	19.5
5713-15, 19	Other home furnishings stores ⁴	33.8	32.9	12.4	16.4
572, 573	Household appliance, radio, TV, music stores.....	37.0	41.5	12.0	13.3
58	Eating, drinking places.....	43.5	41.5	20.9	21.7
5812	Eating places.....	46.9	41.8	22.7	22.9
5813	Drinking places.....	33.0	40.5	15.4	19.0
591	Drug stores, proprietary stores.....	29.4	32.0	8.9	11.1
59 ex. 591	Other retail stores ⁶	50.8	47.2	20.6	20.0
592	Liquor stores.....	21.5	21.2	6.8	8.2
594	Book, stationery stores.....	55.8	48.4	21.6	26.8
595	Sporting goods, bicycle stores.....	52.6	(D)	14.5	21.8
597	Jewelry stores.....	75.7	66.4	37.5	32.8
5992	Florists.....	42.5	34.6	18.5	16.3
5996	Camera, photographic supply stores.....	61.2	82.4	37.3	43.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 5B.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF OAKLAND AND OF SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	32.0	33.4	5.3	6.2
52	Lumber, building materials, hardware, farm equipment dealers...	38.7	23.2	5.8	3.6
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	56.7	61.8	12.3	14.7
531	Department stores.....	52.8	(D)	12.6	(D)
533	Limited price variety stores.....	(D)	53.6	(D)	10.0
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	11.9	14.9	1.7	2.5
55 ex. 554	Automotive dealers.....	14.8	11.9	2.4	2.3
554	Gasoline service stations.....	7.9	9.2	1.2	1.5
56	Apparel, accessory stores.....	74.9	75.9	12.9	15.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	77.7	87.9	17.5	18.4
562, 563, 568	Women's clothing, specialty stores.....	87.3	73.1	11.4	15.2
562	Ready-to-wear stores ⁵	75.4	74.0	11.6	15.6
565	Family clothing stores ⁵	74.4	77.2	12.9	13.6
566	Shoe stores.....	73.3	71.6	13.2	16.5
564, 569	Other apparel stores.....	(D)	63.1	(D)	8.3
57	Furniture, home furnishings, equipment stores.....	52.5	55.5	10.4	13.2
5712	Furniture stores ⁴	63.2	64.4	14.7	18.7
5713-15, 19	Other home furnishings stores ⁴	17.9	40.2	3.2	8.9
572, 573	Household appliance, radio, TV, music stores.....	42.7	45.6	6.3	8.1
58	Eating, drinking places.....	22.0	26.3	3.7	4.2
5812	Eating places.....	18.8	26.8	3.2	4.1
5813	Drinking places.....	32.4	25.1	5.1	4.5
591	Drug stores, proprietary stores.....	48.9	39.3	9.4	7.8
59 ex. 591	Other retail stores ⁶	31.2	40.0	5.1	6.9
592	Liquor stores.....	9.3	7.5	2.0	1.4
594	Book, stationery stores.....	42.8	62.9	7.1	9.1
595	Sporting goods, bicycle stores.....	26.1	36.1	4.2	6.3
597	Jewelry stores.....	75.2	93.2	15.9	24.0
5992	Florists.....	17.7	21.4	2.2	3.8
5996	Camera, photographic supply stores.....	55.6	56.3	3.9	3.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5C.--RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
BERKELEY AND OF SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	29.8	32.9	1.3	1.4
52	Lumber, building materials, hardware, farm equipment dealers...	41.8	51.4	1.3	1.7
5251	Hardware stores.....	(D)	71.4	(D)	4.2
52 ex. 5251	Other.....	(D)	32.8	(D)	0.7
53 part ³	General merchandise group stores ³	55.9	82.3	1.9	2.4
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	(D)	43.2	(D)	2.3
539	Other general merchandise stores.....	(D)	(D)	5.6	(D)
54	Food stores.....	14.9	14.1	0.7	0.7
55 ex. 554	Automotive dealers.....	36.9	47.2	2.0	2.1
554	Gasoline service stations.....	13.8	16.9	0.7	0.9
56	Apparel, accessory stores.....	60.6	61.1	2.4	2.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	57.3	74.6	2.1	3.7
562, 563, 568	Women's clothing, specialty stores.....	56.2	51.1	1.5	1.5
562	Ready-to-wear stores ⁵	42.9	58.4	0.9	1.3
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	66.5	63.9	3.1	2.7
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	38.7	29.1	1.9	1.8
5712	Furniture stores ⁴	43.7	53.9	1.8	1.9
5713-15, 19	Other home furnishings stores ⁴	63.5	27.2	1.3	1.1
572, 573	Household appliance, radio, TV, music stores.....	31.1	19.6	2.3	2.3
58	Eating, drinking places.....	22.4	24.8	0.6	0.6
5812	Eating places.....	24.3	28.0	0.8	0.9
5813	Drinking places.....
591	Drug stores, proprietary stores.....	21.4	24.4	1.2	1.3
59 ex. 591	Other retail stores ⁶	19.7	21.8	1.0	1.0
592	Liquor stores.....
594	Book, stationery stores.....	17.4	22.1	2.8	2.2
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	54.7	59.4	1.0	1.3
5992	Florists.....	52.2	45.2	1.6	1.9
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6A.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO, THE ENTIRE CITY, AND SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	0.9	0.7	2.2	2.1	4.0	4.3
5251	Hardware stores.....	0.4	0.4	0.7	0.6	1.1	1.2
52 ex. 5251	Other.....	0.5	0.3	1.6	1.5	2.9	3.2
53 part ³	General merchandise group stores ³	28.6	28.0	16.1	14.5	12.2	11.4
531	Department stores.....	25.7	25.7	13.5	12.6	9.3	8.6
533	Limited price variety stores.....	2.1	1.9	(D)	1.4	1.5	1.6
539	Other general merchandise stores.....	0.8	0.4	1.5	0.5	1.3	1.2
54	Food stores.....	5.4	5.4	21.6	22.3	25.7	26.0
55 ex. 554	Automotive dealers.....	2.9	3.6	11.6	14.3	15.4	15.9
554	Gasoline service stations.....	1.0	0.9	4.6	4.0	6.7	6.0
56	Apparel, accessory stores.....	21.2	22.2	9.8	9.8	7.2	7.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.8	4.0	2.1	2.0	1.6	1.6
562, 563, 568	Women's clothing, specialty stores....	12.6	11.1	5.5	1.2	0.7	3.2
562	Ready-to-wear stores ⁵	11.1	10.2	4.8	4.4	3.4	2.7
565	Family clothing stores ⁵	1.7	2.7	0.8	3.9	2.9	0.9
566	Shoe stores.....	1.9	2.6	1.2	1.3	1.2	1.3
564, 569	Other apparel stores.....	0.1	1.7	0.2	0.9	0.2	0.6
57	Furniture, home furnishings, equipment stores.....	7.1	8.2	6.8	7.0	6.3	6.9
5712	Furniture stores ⁴	4.4	4.7	4.0	3.6	3.3	3.3
5713-15, 19	Other home furnishings stores ⁴	0.8	1.2	0.9	1.3	0.9	1.0
572, 573	Household appliance, radio, TV, music stores.....	1.9	2.2	1.9	1.9	2.1	2.3
58	Eating, drinking places.....	17.5	16.9	14.8	14.5	10.9	10.8
5812	Eating places.....	14.2	12.6	11.2	10.7	8.2	7.6
5813	Drinking places.....	3.2	4.3	3.6	3.8	2.7	3.1
591	Drug stores, proprietary stores.....	2.4	2.6	3.0	2.9	3.4	3.2
59 ex. 591	Other retail stores ⁶	13.0	11.5	9.5	8.6	8.2	8.0
592	Liquor stores.....	1.4	1.4	2.5	2.3	2.7	2.3
594	Book, stationery stores.....	1.0	2.8	0.6	0.8	0.6	0.6
595	Sporting goods, bicycle stores.....	0.5	0.6	0.3	(D)	0.4	0.4
597	Jewelry stores.....	3.2	1.1	1.6	1.5	1.1	1.2
5992	Florists.....	0.5	0.4	0.5	0.4	0.4	0.3
5996	Camera, photographic supply stores....	1.0	0.9	0.6	0.4	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6B.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF OAKLAND, THE ENTIRE CITY, AND SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	4.3	2.5	2.9	3.3	4.0	4.3
5251	Hardware stores.....	(D)	(D)	1.1	1.6	1.1	1.2
52 ex. 5251	Other.....	(D)	(D)	1.8	1.7	2.9	3.2
53 part ³	General merchandise group stores ³	28.2	26.7	9.7	7.8	12.2	11.4
531	Department stores.....	22.2	(D)	(D)	(D)	9.3	8.6
533	Limited price variety stores.....	(D)	2.6	1.9	2.0	1.5	1.6
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	1.3	1.2
54	Food stores.....	8.0	10.3	26.0	28.5	25.7	26.0
55 ex. 554	Automotive dealers.....	7.0	5.9	19.1	16.8	15.4	15.9
554	Gasoline service stations.....	1.5	1.5	8.0	7.7	6.7	6.0
56	Apparel, accessory stores.....	17.4	18.5	6.6	6.9	7.2	7.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5.4	4.7	1.4	1.9	1.6	1.6
562, 563, 568	Women's clothing, specialty stores.....	7.3	7.7	2.1	2.2	0.7	3.2
562	Ready-to-wear stores ⁵	6.4	6.7	1.4	1.5	3.4	2.7
565	Family clothing stores ⁵	1.7	1.9	1.5	(D)	2.9	0.9
566	Shoe stores.....	3.0	3.4	1.3	1.3	1.2	1.3
564, 569	Other apparel stores.....	(D)	0.8	0.3	(D)	0.2	0.6
57	Furniture, home furnishings, equipment stores.....	12.2	14.5	7.2	10.3	6.3	6.9
5712	Furniture stores ⁶	9.2	10.0	3.2	2.7	3.3	3.3
5713-15, 19	Other home furnishings stores ⁶	0.5	1.4	0.4	1.0	0.9	1.0
572, 573	Household appliance, radio, TV, music stores.....	2.4	3.0	3.5	6.4	2.1	2.3
58	Eating, drinking places.....	7.6	7.3	6.4	6.3	10.9	10.8
5812	Eating places.....	4.9	5.0	5.9	5.6	8.2	7.6
5813	Drinking places.....	2.6	2.3	0.5	0.7	2.7	3.1
591	Drug stores, proprietary stores.....	6.0	4.0	4.6	4.0	3.4	3.2
59 ex. 591	Other retail stores ⁶	7.8	8.8	9.5	8.4	8.2	8.0
592	Liquor stores.....	1.0	0.5	3.0	2.8	2.7	2.3
594	Book, stationery stores.....	0.8	0.8	2.1	1.3	0.6	0.6
595	Sporting goods, bicycle stores.....	0.3	0.4	0.6	0.5	0.4	0.4
597	Jewelry stores.....	3.3	4.5	0.5	0.6	1.1	1.2
5992	Florists.....	0.2	0.2	0.3	0.3	0.4	0.3
5996	Camera, photographic supply stores.....	0.3	0.2	0.4	0.8	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6C.--RETAIL STORES: 1958 AND 1954--PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF BERKELEY, THE ENTIRE CITY, AND SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers--mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	4.2	5.2	2.9	3.3	4.0	4.3
5251	Hardware stores.....	(D)	3.5	1.1	1.6	1.1	1.1
52 ex. 5251	Other.....	(D)	1.7	1.8	1.7	2.9	3.2
53 part ³	General merchandise group stores ³	18.3	19.4	9.7	7.8	12.2	11.4
531	Department stores.....	(D)	(D)	(D)	(D)	9.3	8.6
533	Limited price variety stores.....	(D)	2.7	1.9	2.0	1.5	1.6
539	Other general merchandise stores.....	5.8	(D)	(D)	(D)	1.3	1.2
54	Food stores.....	13.0	12.2	26.1	28.6	25.7	26.0
55 ex. 554	Automotive dealers.....	23.6	24.0	19.0	16.7	15.4	15.9
554	Gasoline service stations.....	3.7	3.9	8.0	7.7	6.7	6.0
56	Apparel, accessory stores.....	13.5	12.9	6.6	6.9	7.2	7.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.7	4.2	1.4	1.9	1.6	1.6
562, 563, 568	Women's clothing, specialty stores....	4.0	3.5	1.5	2.2	0.7	3.2
562	Ready-to-wear stores ⁵	2.1	2.6	2.1	1.5	3.4	2.7
565	Family clothing stores ⁵	(D)	(D)	1.4	(D)	2.9	0.9
566	Shoe stores.....	2.9	2.5	1.3	1.3	1.2	1.3
564, 569	Other apparel stores.....	(D)	(D)	0.3	(D)	0.2	0.6
57	Furniture, home furnishings, equipment stores.....	9.3	9.1	7.2	10.3	6.3	6.9
5712	Furniture stores ⁴	4.7	4.5	3.2	2.7	3.3	3.3
5713-15, 19	Other home furnishings stores ⁴	0.9	0.8	0.4	1.0	0.9	1.0
572, 573	Household appliance, radio, TV, music stores.....	3.7	3.8	3.5	6.4	2.1	2.3
58	Eating, drinking places.....	4.8	4.8	6.4	6.3	10.9	10.8
5812	Eating places.....	4.8	4.8	5.9	5.6	8.2	7.6
5813	Drinking places.....	0.5	0.7	2.7	3.1
591	Drug stores, proprietary stores.....	3.3	3.0	4.6	4.0	3.4	3.2
59 ex. 591	Other retail stores ⁶	6.3	5.5	9.5	8.4	8.2	8.0
592	Liquor stores.....	3.0	2.8	2.7	2.3
594	Book, stationery stores.....	1.3	0.9	2.1	1.3	0.6	0.6
595	Sporting goods, bicycle stores.....	(D)	(D)	0.6	0.5	0.4	0.4
597	Jewelry stores.....	0.9	1.1	0.5	0.6	1.1	1.2
5992	Florists.....	0.5	0.5	0.3	0.3	0.4	0.3
5996	Camera, photographic supply stores....	(D)	(D)	0.4	0.8	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.--Includes the planned center known as "Bay Fair Shopping Center" on East 14th St. from 150th Ave. to Plaza St. (San Leandro, Alameda County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	34	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	12,363	56	Apparel, accessory stores ²	6
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	14	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	4,728	562	Ready-to-wear stores ⁵	3
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	14	566	Shoe stores.....	3
	Sales.....(\$1,000)...	7,019	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	6
	Number.....	6	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	616	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	34	58	Eating, drinking places.....	9
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	8
5251	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	4	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

MRC No. 2.--Includes the planned center known as "Broadway Plaza" bounded by Cypress Ave., east side of Broadway, Walker Ave., extended, S.P. RR., south side of East Newell Ave., west side of South Main, Botelho Dr., California Blvd., S.N. RR. (Walnut Creek, Contra Costa County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	98	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	27,678	56	Apparel, accessory stores ²	24
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	25	562-3, 568	Women's clothing, specialty stores.....	13
	Sales.....(\$1,000)...	9,023	562	Ready-to-wear stores ⁵	10
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵	2
	Number.....	44	566	Shoe stores.....	5
	Sales.....(\$1,000)...	15,266	564, 569	Other apparel stores.....	1
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	14
	Number.....	29	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	3,389	5713-15, 19	Other home furnishings stores.....	3
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ³	98	58	Eating, drinking places.....	10
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	8
5251	Hardware stores.....	...	5813	Drinking places.....	2
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ^{2 3}	6	59 ex. 591	Other retail stores ⁶	20
531	Department stores.....	2	592	Liquor stores.....	2
533	Limited price variety stores.....	2	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	3
54	Food stores.....	11	5992	Florists.....	3
			5996	Camera, photographic supply stores.....	2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 3.--Includes the planned center known as "Castro Village Shopping Center" on Castro Valley Blvd. from Westeria St. to Patio Dr., and on Rustic Dr. (Alameda County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	51	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	5,253	56	Apparel, accessory stores ²	8
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	17	562-3, 568	Women's clothing, specialty stores.....	4
	Sales.....(\$1,000)...	3,131	562	Ready-to-wear stores ²	2
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ²
	Number.....	16	566	Shoe stores.....	2
	Sales.....(\$1,000)...	1,303	564, 569	Other apparel stores.....	1
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	5
	Number.....	18	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	819	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	4
	Retail stores, total ³	51	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	5
5251	Hardware stores.....	2	5813	Drinking places.....	1
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	10
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	8	5996	Camera, photographic supply stores.....	2

MRC No. 4.--Includes the planned center known as "Concord Shopping Center" bounded by north side of Broadway, Central Ave., Concord Ave., Salvio, Grant, south side of Concord Blvd., Galindo, Willow Pass Rd., S.P. RR. (Concord, Contra Costa County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	9
	Number.....	85	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	17,552	56	Apparel, accessory stores ²	12
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	22	562-3, 568	Women's clothing, specialty stores.....	5
	Sales.....(\$1,000)...	7,014	562	Ready-to-wear stores ²	4
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ²	2
	Number.....	29	566	Shoe stores.....	5
	Sales.....(\$1,000)...	7,663	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	8
	Number.....	34	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	2,875	5713-15, 19	Other home furnishings stores.....	4
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	85	58	Eating, drinking places.....	9
52	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	7
5251	Hardware stores.....	...	5813	Drinking places.....	2
52 ex. 5251	Other.....	5	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	9	59 ex. 591	Other retail stores ⁶	14
531	Department stores.....	2	592	Liquor stores.....	2
533	Limited price variety stores.....	3	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	4	595	Sporting goods, bicycle stores.....	2
			597	Jewelry stores.....	2
			5992	Florists.....	1
54	Food stores.....	10	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 5.--Includes the planned center known as "El Cerrito Plaza" bounded by Fairmount Ave., A.T. & S.F. RR., San Pablo Ave. from Cerrito Creek to Central Ave. (El Cerrito, Contra Costa County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	42	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	7,437	56	Apparel, accessory stores ²	8
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	13	562-3 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	2,512	562	Ready-to-wear stores ⁵	1
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	15	566	Shoe stores.....	4
	Sales.....(\$1,000)...	3,753	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
59 ex. 591	Number.....	14	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	1,172	5713-15,19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	42	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	3
5251	Hardware stores.....	3	5813	Drinking places.....	3
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	3
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores....	1

MRC No. 6.—Includes the stores in the area bounded by east side of Foothill Blvd., C St., west side of Foothill Blvd., south side of B St., Watkins Ave., Smalley Ave., Hotel Ave., Hampton Ter., Warren, McKeever Ave., Maple Ct. extended, and Lemon St. (Hayward, Alameda County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	150	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	37,167	56	Apparel, accessory stores ²	43
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	7
	Number.....	31	562-3, 568	Women's clothing, specialty stores....	17
	Sales.....(\$1,000)...	6,598	562	Ready-to-wear stores ⁵	13
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	76	566	Shoe stores.....	18
	Sales.....(\$1,000)...	21,143	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	22
59 ex. 591	Number.....	43	5712	Furniture stores.....	7
	Sales.....(\$1,000)...	9,426	5713-15,19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	14
	Retail stores, total ³	150	58	Eating, drinking places.....	16
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	13
5251	Hardware stores.....	2	5813	Drinking places.....	3
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	6
53 part ³	General merchandise group stores ^{2 3}	11	59 ex. 591	Other retail stores ⁶	33
531	Department stores.....	2	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	4
539	Other general merchandise stores.....	5	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	9
54	Food stores.....	9	5992	Florists.....	1
			5996	Camera, photographic supply stores....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 7.—Includes the planned center known as "Hillsdale Shopping Center," and the stores on El Camino Real from 28th Ave. to 37th Ave. and on Pacific Blvd. from Bay Meadows Racetrack to 37th Ave. (San Mateo)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	92	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	31,924			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	21
	Number.....	37	561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Sales.....(\$1,000)...	10,380	562-3, 568	Women's clothing, specialty stores....	10
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	6
56, 57	Number.....	32	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	23,338	566	Shoe stores.....	6
			564, 569	Other apparel stores.....	1
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	7
	Number.....	23	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	2,856	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	71	58	Eating, drinking places.....	12
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	9
5251	Hardware stores.....	1	5813	Drinking places.....	3
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	14
531	Department stores.....	2	592	Liquor stores.....	2
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	2
54	Food stores.....	23	5992	Florists.....	1
			5996	Camera, photographic supply stores....	1

MRC No. 8.—Includes the stores on Mission St. from 14th St. to 29th St., on 22nd St. from Mission St. to Bartlett St., and on 24th St. from Capp St. to Bartlett St. (San Francisco)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	8
	Number.....	322	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	66,487			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	57
	Number.....	123	561, 567	Men's, boys' apparel stores, custom tailors.....	11
	Sales.....(\$1,000)...	10,585	562-3, 568	Women's clothing, specialty stores....	28
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	21
56, 57	Number.....	117	565	Family clothing stores ⁵	2
	Sales.....(\$1,000)...	40,798	566	Shoe stores.....	12
			564, 569	Other apparel stores.....	4
52, 55, 59 ex. 591	All other stores:		57	Furniture, home furnishings, equipment stores.....	42
	Number.....	82	5712	Furniture stores.....	23
	Sales.....(\$1,000)...	15,104	5713-15, 19	Other home furnishings stores.....	3
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	16
	Retail stores, total ³	322	58	Eating, drinking places.....	72
52	Lumber, building materials, hardware, farm equipment dealers.....	8	5812	Eating places.....	35
5251	Hardware stores.....	1	5813	Drinking places.....	37
52 ex. 5251	Other.....	7	591	Drug stores, proprietary stores.....	6
53 part ³	General merchandise group stores ^{2 3}	18	59 ex. 591	Other retail stores ⁶	66
531	Department stores.....	2	592	Liquor stores.....	9
533	Limited price variety stores.....	3	594	Book, stationery stores.....	3
539	Other general merchandise stores.....	13	595	Sporting goods, bicycle stores.....	3
			597	Jewelry stores.....	17
54	Food stores.....	45	5992	Florists.....	6
			5996	Camera, photographic supply stores....	3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 9.--Includes the stores in the area bounded by South Railroad Ave., East 4th Ave., South El Camino Real, East 2nd Ave., South San Mateo Dr., Baldwin Ave., and Baldwin Ave. extended (San Mateo, San Mateo County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	136	554	Gasoline service stations.....	4
	Sales.....(\$1,000).....	23,639	56	Apparel, accessory stores ²	32
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	7
	Number.....	45	562-3, 568	Women's clothing, specialty stores.....	14
	Sales.....(\$1,000).....	5,763	562	Ready-to-wear stores ⁵	8
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵	2
	Number.....	51	566	Shoe stores.....	8
	Sales.....(\$1,000).....	13,269	564, 569	Other apparel stores.....	1
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	10
	Number.....	40	5712	Furniture stores.....	3
	Sales.....(\$1,000).....	4,607	5713-15, 19	Other home furnishings stores.....	1
5251 52 ex. 5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	6
	Retail stores, total ³	136	58	Eating, drinking places.....	23
	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	16
53 part ³ 531	Hardware stores.....	1	5813	Drinking places.....	7
	Other.....	2	591	Drug stores, proprietary stores.....	8
	General merchandise group stores ^{2 3}	9	59 ex. 591	Other retail stores ⁶	32
533	Department stores.....	3	592	Liquor stores.....	4
539	Limited price variety stores.....	4	594	Book, stationery stores.....	4
	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	6
			5992	Florists.....	1
54	Food stores.....	14	5996	Camera, photographic supply stores.....	2

MRC No. 10.--Includes the planned center known as "Stonestown Shopping Center" bounded by Eucalyptus, 19th Ave., and Buckingham Way (San Francisco)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	47	554	Gasoline service stations.....	2
	Sales.....(\$1,000).....	31,161	56	Apparel, accessory stores ²	20
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	9	562-3, 568	Women's clothing, specialty stores.....	12
	Sales.....(\$1,000).....	6,337	562	Ready-to-wear stores ⁵	10
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	30	566	Shoe stores.....	4
	Sales.....(\$1,000).....	23,898	564, 569	Other apparel stores.....	1
5251 52 ex. 5251	All other stores:		57	Furniture, home furnishings, equipment stores.....	7
	Number.....	8	5712	Furniture stores.....	1
	Sales.....(\$1,000).....	926	5713-15, 19	Other home furnishings stores.....	4
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	47	58	Eating, drinking places.....	4
	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	4
53 part ³ 531	Hardware stores.....	...	5813	Drinking places.....	...
	Other.....	...	591	Drug stores, proprietary stores.....	1
	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	6
533	Department stores.....	2	592	Liquor stores.....	...
539	Limited price variety stores.....	1	594	Book, stationery stores.....	1
	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	4	5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 11.--Includes the stores in the area on Telegraph Ave. from 23rd St. to 28th St. (Oakland)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	42	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	18,050	56	Apparel, accessory stores ²	3
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	17	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	856	562	Ready-to-wear stores ⁵
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	12	566	Shoe stores.....	2
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	8
	Number.....	13	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	2,451	5713-15, 19	Other home furnishings stores.....	1
5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	4
	Retail stores, total ³	42	58	Eating, drinking places.....	15
	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	12
52 ex. 5251	Hardware stores.....	...	5813	Drinking places.....	3
	Other.....	2	591	Drug stores, proprietary stores.....	...
53 part ³ 531	General merchandise group stores ^{2 3}	1	59 ex. 591	Other retail stores ⁶	5
	Department stores.....	1	592	Liquor stores.....	1
	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	2	5996	Camera, photographic supply stores.....	...

MRC No. 12.--Includes the stores in the area bounded by Caroline St., Sutter St., York St., and Santa Clara (Valejo, Solano County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	125	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	18,140	56	Apparel, accessory stores ²	29
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	8
	Number.....	45	562-3, 568	Women's clothing, specialty stores.....	14
	Sales.....(\$1,000)...	3,766	562	Ready-to-wear stores ⁵	9
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	46	566	Shoe stores.....	6
	Sales.....(\$1,000)...	11,871	564, 569	Other apparel stores.....	1
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	10
	Number.....	34	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	2,503	5713-15, 19	Other home furnishings stores.....	...
5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ³	125	58	Eating, drinking places.....	31
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	22
52 ex. 5251	Hardware stores.....	...	5813	Drinking places.....	9
	Other.....	1	591	Drug stores, proprietary stores.....	4
53 part ³ 531	General merchandise group stores ^{2 3}	7	59 ex. 591	Other retail stores ⁶	26
	Department stores.....	2	592	Liquor stores.....	1
	Limited price variety stores.....	1	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	4	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	6
			5992	Florists.....	1
54	Food stores.....	10	5996	Camera, photographic supply stores.....	3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 13.--Includes the planned center known as "Westlake Shopping Center" bounded by north side of Alemy Blvd., Park Plaza Dr., Southgate Ave., Lake Merced Blvd. (Dale, San Mateo County)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	47	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	10,691	56	Apparel, accessory stores ²	9
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	14	562-3, 568	Women's clothing, specialty stores.....	2
	Sales.....(\$1,000)...	4,887	562	Ready-to-wear stores ⁵	2
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	15	566	Shoe stores.....	4
	Sales.....(\$1,000)...	3,426	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	18	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	3,478	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	47	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	5
	Hardware stores.....	1	5813	Drinking places.....	1
5251	Other.....	1	591	Drug stores, proprietary stores.....	2
52 ex. 5251			59 ex. 591	Other retail stores ⁶	11
53 part ³	General merchandise group stores ^{2 3}	3	592	Liquor stores.....	2
531	Department stores.....	1	594	Book, stationery stores.....	1
533	Limited price variety stores.....	2	595	Sporting goods, bicycle stores.....	...
539	Other general merchandise stores.....	...	597	Jewelry stores.....	...
54			5992	Florists.....	1
	Food stores.....	6	5996	Camera, photographic supply stores.....	1

MRC No. 14.--Includes the stores on East 14th St. from 27th Ave. to Derby Ave. (Oakland)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	21	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	17,748	56	Apparel, accessory stores ²
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
53 part, ³ 56, 57	Number.....	7 (D)	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵
52, 55, 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	8 (D)	566	Shoe stores.....	...
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	7
	Number.....	6 (D)	5712	Furniture stores.....	4
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	21	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	3
	Hardware stores.....	...	5813	Drinking places.....	...
5251	Other.....	...	591	Drug stores, proprietary stores.....	1
52 ex. 5251			59 ex. 591	Other retail stores ⁶	1
53 part ³	General merchandise group stores ^{2 3}	1	592	Liquor stores.....	...
531	Department stores.....	1	594	Book, stationery stores.....	...
533	Limited price variety stores.....	...	595	Sporting goods, bicycle stores.....	...
539	Other general merchandise stores.....	...	597	Jewelry stores.....	...
54			5992	Florists.....	1
	Food stores.....	3	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC '5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS
WASHINGTON, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

San Jose, Calif., Area

**1958
Census
of
Business**



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

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ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, San Jose, Calif., Area—BC58-CBD77
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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

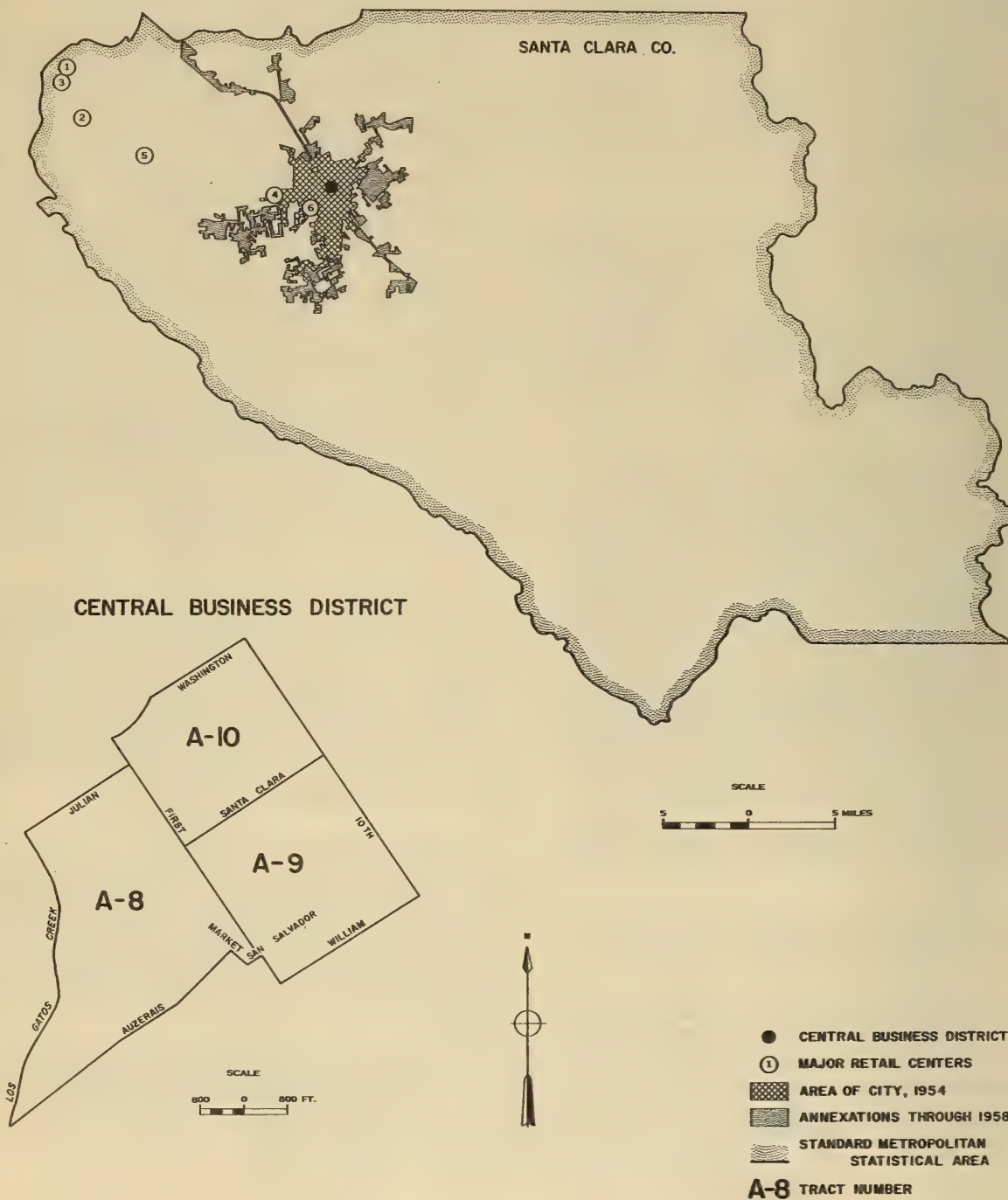
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

SAN JOSE, CALIF.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SAN JOSE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	550	109,156	16,336	4,953	4,068	571	114,066	16,647
52	Lumber, building materials, hardware, farm equipment dealers.....	14	3,371	521	143	134	14	2,221	352
5251	Hardware stores.....	5	(D)	(D)	(D)	(D)	6	1,413	249
52 ex. 5251	Other.....	9	(D)	(D)	(D)	(D)	8	808	103
53 part ³	General merchandise group stores ³	18	21,383	3,805	1,426	1,024	24	28,689	4,593
531	Department stores.....	4	(D)	(D)	(D)	(D)	5	(D)	(D)
533	Limited price variety stores.....	5	(D)	(D)	(D)	(D)	11	4,051	790
539	Other general merchandise stores.....	9	1,175	154	51	43	8	(D)	(D)
54	Food stores.....	47	8,050	631	168	140	67	9,263	801
55 ex. 554	Automotive dealers.....	38	23,312	2,614	479	449	36	25,052	2,845
554	Gasoline service stations.....	21	2,145	232	77	64	17	1,687	246
56	Apparel, accessory stores.....	101	14,773	2,234	760	575	113	16,495	2,536
561, 567	Men's, boys' apparel stores, custom tailors ⁴	28	3,467	491	137	116	23	3,147	451
562, 563, 568	Women's clothing, specialty stores.....	37	6,138	989	381	277	46	6,771	1,077
562	Ready-to-wear stores ⁵	26	4,779	772	302	224	28	5,704	960
565	Family clothing stores ⁵	4	(D)	(D)	(D)	(D)	7	(D)	(D)
566	Shoe stores.....	24	3,028	471	135	101	27	3,335	513
564, 569	Other apparel stores.....	6	(D)	(D)	(D)	(D)	10	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	54	11,416	1,960	451	418	55	11,106	1,877
5712	Furniture stores ⁴	20	5,051	840	177	168	19	5,441	907
5713-15, 19	Other home furnishings stores ⁴	13	1,151	200	59	58	11	1,424	272
572, 573	Household appliance, radio, TV, music stores.....	21	5,214	920	215	192	21	4,049	698
58	Eating, drinking places.....	126	7,745	1,902	789	698	115	6,196	1,570
5812	Eating places.....	92	6,053	1,584	680	604	79	4,234	1,103
5813	Drinking places.....	34	1,692	318	109	94	36	1,962	467
591	Drug stores, proprietary stores.....	13	5,318	689	194	160	15	4,708	546
59 ex. 591	Other retail stores ⁶	118	11,643	1,748	466	406	115	8,649	1,281
592	Liquor stores.....	8	1,155	103	32	25	8	736	54
594	Book, stationery stores.....	9	1,733	347	104	80	5	823	196
595	Sporting goods, bicycle stores.....	11	1,207	110	30	24	8	761	72
597	Jewelry stores.....	21	3,000	537	111	105	25	2,913	508
5992	Florists.....	7	451	108	28	24	7	413	63
5996	Camera, photographic supply stores.....	4	757	85	19	17	5	728	85
SELECTED SERVICES									
7011, 7012	Hotels.....	29	2,081	758	341	308	29	1,743	602
783	Motion picture theaters.....	8	1,742	393	148	129	8	1,738	307

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$635,000, of which \$155,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SAN JOSE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,913	(D)	(D)	(D)	(D)	1,659	224,710	27,343
52	Lumber, building materials, hardware, farm equipment dealers.....	91	24,905	2,766	623	585	47	12,026	1,753
5251	Hardware stores.....	36	4,592	488	149	127	21	2,934	419
52 ex. 5251	Other.....	55	20,313	2,278	474	458	26	9,092	1,334
53 part ³	General merchandise group stores ³	46	47,882	7,717	2,613	1,803	46	30,171	4,778
531	Department stores.....	6	38,534	6,041	1,926	1,360	5	(D)	(D)
533	Limited price variety stores.....	20	5,921	1,248	548	323	20	4,636	878
539	Other general merchandise stores.....	18	(D)	428	139	120	21	(D)	(D)
54	Food stores.....	302	63,882	4,533	1,187	986	363	53,260	3,801
55 ex. 554	Automotive dealers.....	134	54,230	5,590	1,059	992	97	33,876	3,612
554	Gasoline service stations.....	221	20,927	1,750	659	461	177	14,010	1,221
56	Apparel, accessory stores.....	169	21,988	3,118	1,102	802	150	18,719	2,776
561, 567	Men's, boys' apparel stores, custom tailors.....	34	4,493	569	164	132	25	3,399	466
562, 563, 568	Women's clothing, specialty stores....	66	9,179	1,366	553	396	58	7,315	1,140
562	Ready-to-wear stores ⁵	40	7,423	1,126	464	333	36	6,156	1,008
565	Family clothing stores ⁵	5	2,013	273	103	74	8	2,962	441
566	Shoe stores.....	44	5,069	811	237	165	34	4,069	615
564, 569	Other apparel stores.....	16	1,006	99	45	35	19	866	114
57	Furniture, home furnishings, equipment stores.....	177	23,242	3,488	913	852	142	20,812	2,919
5712	Furniture stores ⁴	69	11,235	1,664	382	362	35	9,163	1,312
5713-15, 19	Other home furnishings stores ⁴	36	2,805	459	171	168	26	2,147	386
572, 573	Household appliance, radio, TV, music stores.....	72	9,202	1,365	360	322	63	9,110	1,221
58	Eating, drinking places.....	397	22,725	5,231	2,129	1,883	321	15,159	3,445
5812	Eating places.....	291	17,756	4,376	1,803	1,602	222	10,364	2,515
5813	Drinking places.....	106	4,969	855	326	281	97	4,751	930
591	Drug stores, proprietary stores.....	58	(D)	(D)	(D)	(D)	49	7,432	852
59 ex. 591	Other retail stores ⁶	318	26,015	3,148	848	735	267	19,245	2,186
592	Liquor stores.....	52	5,176	309	104	81	29	2,440	135
594	Book, stationery stores.....	13	2,260	412	127	96	9	1,164	227
595	Sporting goods, bicycle stores.....	19	1,671	137	43	36	17	1,075	83
597	Jewelry stores.....	38	3,966	642	146	139	30	3,141	514
5992	Florists.....	19	711	133	37	33	14	574	74
5996	Camera, photographic supply stores....	10	959	111	25	21	9	1,250	165
SELECTED SERVICES									
7011, 7012	Hotels.....	41	2,191	787	355	321	33	1,787	610
783	Motion picture theaters.....	18	2,761	580	237	204	11	2,070	369

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SAN JOSE STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES								
	Retail stores, total ³	4,453	724,488	84,651	25,502	20,989	3,836	459,247	51,877
52	Lumber, building materials, hardware, farm equipment dealers.....	248	55,063	6,237	1,428	1,291	188	34,950	4,075
5251	Hardware stores.....	83	10,033	1,111	338	273	67	7,360	920
52 ex. 5251	Other.....	165	45,030	5,126	1,090	918	119	27,582	3,155
53 part ³	General merchandise group stores ³	136	90,576	13,573	4,585	3,401	121	39,712	5,981
531	Department stores.....	12	70,722	10,556	3,311	2,544	7	26,480	4,038
533	Limited price variety stores.....	64	10,976	2,097	935	590	51	5,452	580
539	Other general merchandise stores.....	46	8,656	920	339	267	63	7,780	1,363
54	Food stores.....	683	179,848	13,714	3,452	2,827	775	123,347	9,048
55 ex. 554	Automotive dealers.....	293	114,730	11,873	2,304	2,201	234	72,045	7,609
554	Gasoline service stations.....	588	57,073	4,983	1,803	1,275	460	34,723	3,026
56	Apparel, accessory stores.....	381	47,545	6,389	2,214	1,669	338	32,669	4,462
561, 567	Men's, boys' apparel stores, custom tailors ⁴	69	8,735	1,079	324	254	48	5,773	722
562, 563, 568	Women's clothing, specialty stores....	154	21,666	3,123	1,180	905	134	13,454	1,982
562	Ready-to-wear stores ⁵	103	18,879	2,733	1,016	792	87	11,533	1,782
565	Family clothing stores ⁵	17	4,800	606	211	159	16	4,680	694
566	Shoe stores.....	97	9,518	1,350	397	280	70	6,271	839
564, 569	Other apparel stores.....	38	2,694	(D)	(D)	(D)	54	2,167	225
57	Furniture, home furnishings, equipment stores.....	404	45,316	6,128	1,618	1,486	298	33,535	4,489
5712	Furniture stores ⁴	149	21,147	2,849	676	634	67	14,378	1,929
5713-15, 19	Other home furnishings stores ⁴	75	4,984	724	268	252	51	3,956	696
572, 573	Household appliance, radio, TV, music stores.....	180	19,185	2,555	674	600	138	14,329	1,864
58	Eating, drinking places.....	841	51,130	12,360	5,217	4,508	684	32,434	7,426
5812	Eating places.....	642	41,810	10,875	4,640	4,040	474	23,236	5,792
5813	Drinking places.....	199	9,320	1,485	577	468	208	9,154	1,634
591	Drug stores, proprietary stores.....	145	25,216	3,253	1,096	849	118	15,211	1,777
59 ex. 591	Other retail stores ⁶	734	57,991	6,141	1,785	1,482	620	40,621	3,984
592	Liquor stores.....	118	15,715	897	259	192	78	8,005	421
594	Book, stationery stores.....	37	4,319	643	213	164	37	2,899	407
595	Sporting goods, bicycle stores.....	47	4,142	476	145	117	27	2,454	302
597	Jewelry stores.....	78	6,002	905	227	210	65	4,203	632
5992	Florists.....	42	1,557	252	84	63	26	847	98
5996	Camera, photographic supply stores....	23	2,426	293	79	67	19	1,806	227
	SELECTED SERVICES								
7011, 7012	Hotels.....	80	4,153	1,544	632	561	54	2,851	981
783	Motion picture theaters.....	32	(D)	(D)	(D)	(D)	35	4,306	743

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SAN JOSE, THE ENTIRE CITY, AND SAN JOSE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
RETAIL STORES						
	Retail stores, total ³	-4.3	(D)	(D)	57.8	78.3
52	Lumber, building materials, hardware, farm equipment dealers.....	51.8	107.1	119.6	57.5	57.9
5251	Hardware stores.....	(D)	55.5	(D)	36.3	(D)
52 ex. 5251	Other.....	(D)	123.4	(D)	63.3	(D)
53 part ³	General merchandise group stores ³	-25.5	58.7	1,688.1	128.1	527.7
531	Department stores.....	(D)	(D)	(D)	167.1	(D)
533	Limited price variety stores.....	(D)	27.7	(D)	101.3	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	11.3	(D)
54	Food stores.....	-13.1	19.9	26.9	45.8	50.6
55 ex. 554	Automotive dealers.....	-7.0	60.1	250.4	59.2	94.5
554	Gasoline service stations.....	27.1	49.4	52.4	64.4	66.3
56	Apparel, accessory stores.....	-10.4	17.5	178.1	45.5	102.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	10.2	32.2	(D)	51.3	100.6
562, 563, 568	Women's clothing, specialty stores.....	-9.4	25.5	459.0	61.0	132.4
562	Ready-to-wear stores ⁵	-16.2	20.6	485.0	63.7	141.9
565	Family clothing stores ⁵	(D)	-32.0	307.1	2.6	(D)
566	Shoe stores.....	-9.2	24.6	224.4	51.8	121.0
564, 569	Other apparel stores.....	(D)	16.2	(D)	24.3	(D)
57	Furniture, home furnishings, equipment stores.....	2.8	11.7	21.8	35.1	51.1
5712	Furniture stores ⁴	-7.2	22.6	66.1	47.1	80.1
5713-15, 19	Other home furnishings stores ⁴	-19.2	30.6	128.8	26.0	51.4
572, 573	Household appliance, radio, TV, music stores.....	28.8	1.0	-21.2	33.9	35.9
58	Eating, drinking places.....	25.0	49.9	67.1	57.6	65.4
5812	Eating places.....	43.0	71.3	90.9	79.9	88.2
5813	Drinking places.....	-13.8	4.6	17.5	1.8	6.1
591	Drug stores, proprietary stores.....	13.0	(D)	(D)	65.8	89.5
59 ex. 591	Other retail stores ⁶	34.6	35.2	35.6	42.8	45.0
592	Liquor stores.....	56.9	112.1	136.0	96.3	100.3
594	Book, stationery stores.....	110.6	94.2	54.5	49.0	24.6
595	Sporting goods, bicycle stores.....	58.6	55.4	47.8	68.8	73.4
597	Jewelry stores.....	3.0	26.3	323.7	42.8	132.7
5992	Florists.....	9.2	23.9	61.5	83.8	154.8
5996	Camera, photographic supply stores.....	4.0	76.7	-61.3	34.3	54.8
SELECTED SERVICES						
7011, 7012	Hotels.....	19.4	22.6	150.0	45.7	87.0
783	Motion picture theaters.....	0.2	33.4	206.9	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
SAN JOSE AND OF SAN JOSE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	(D)	50.8	15.1	24.8
52	Lumber, building materials, hardware, farm equipment dealers...	13.5	18.5	6.1	6.4
5251	Hardware stores.....	(D)	48.2	(D)	19.2
52 ex. 5251	Other.....	(D)	8.9	(D)	2.9
53 part ³	General merchandise group stores ³	44.7	95.1	23.6	72.2
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	(D)	87.4	(D)	52.1
539	Other general merchandise stores.....	(D)	(D)	13.6	(D)
54	Food stores.....	12.6	17.4	4.5	7.5
55 ex. 554	Automotive dealers.....	43.0	74.0	20.3	34.8
554	Gasoline service stations.....	10.2	12.0	3.8	4.9
56	Apparel, accessory stores.....	67.2	88.1	31.1	50.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	77.2	92.6	39.7	54.5
562, 563, 568	Women's clothing, specialty stores.....	66.9	92.6	28.3	50.3
562	Ready-to-wear stores ⁵	64.4	92.7	25.3	49.5
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	59.7	82.0	31.8	53.2
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	49.1	53.4	25.2	33.1
5712	Furniture stores ⁴	45.0	59.4	23.9	37.8
5713-15, 19	Other home furnishings stores ⁴	41.0	66.3	23.1	36.0
572, 573	Household appliance, radio, TV, music stores.....	56.7	44.4	27.2	28.3
58	Eating, drinking places.....	34.1	40.9	15.1	19.1
5812	Eating places.....	34.1	40.9	14.5	18.2
5813	Drinking places.....	34.1	41.3	18.2	21.4
591	Drug stores, proprietary stores.....	(D)	63.3	21.1	31.0
59 ex. 591	Other retail stores ⁶	44.8	44.9	20.1	21.3
592	Liquor stores.....	22.3	30.2	7.3	9.2
594	Book, stationery stores.....	76.7	70.7	40.1	28.4
595	Sporting goods, bicycle stores.....	77.2	70.8	29.1	31.0
597	Jewelry stores.....	75.6	92.7	50.0	69.3
5992	Florists.....	63.4	72.0	29.0	48.8
5996	Camera, photographic supply stores.....	78.9	58.2	31.2	40.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN JOSE, THE ENTIRE CITY, AND SAN JOSE STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	3.1	1.9	(NA)	5.4	7.6	7.6
5251	Hardware stores.....	(D)	1.2	(NA)	1.3	1.4	1.6
52 ex. 5251	Other.....	(D)	0.7	(NA)	4.1	6.2	6.0
53 part ³	General merchandise group stores ³	19.6	25.2	(NA)	13.4	12.5	8.6
531	Department stores.....	(D)	(D)	(NA)	(D)	9.8	5.8
533	Limited price variety stores.....	(D)	3.6	(NA)	2.0	1.5	1.2
539	Other general merchandise stores.....	1.1	(D)	(NA)	(D)	1.2	1.6
54	Food stores.....	7.4	8.1	(NA)	23.7	24.8	26.9
55 ex. 554	Automotive dealers.....	21.3	22.0	(NA)	15.1	15.8	15.7
554	Gasoline service stations.....	2.0	1.5	(NA)	6.2	7.9	7.6
56	Apparel, accessory stores.....	13.5	14.5	(NA)	8.3	6.6	7.1
561, 567	Men's, boys' apparel stores, custom tailors.....	3.2	2.8	(NA)	1.5	1.2	1.3
562, 563, 568	Women's clothing, specialty stores.....	5.6	5.9	(NA)	3.3	3.0	2.9
562	Ready-to-wear stores ³	4.4	5.0	(NA)	2.7	2.6	2.5
565	Family clothing stores ³	(D)	(D)	(NA)	1.3	0.7	1.0
566	Shoe stores.....	2.8	2.9	(NA)	1.8	1.3	1.4
564, 569	Other apparel stores.....	(D)	(D)	(NA)	0.4	0.4	0.5
57	Furniture, home furnishings, equipment stores.....	10.4	9.7	(NA)	9.3	6.2	7.3
5712	Furniture stores.....	4.6	4.8	(NA)	4.1	2.9	3.1
5713-15, 19	Other home furnishings stores ³	1.1	1.2	(NA)	1.0	0.7	0.9
572, 573	Household appliance, radio, TV, music stores.....	4.8	3.5	(NA)	4.1	2.6	3.1
58	Eating, drinking places.....	7.1	5.4	(NA)	6.7	7.1	7.1
5812	Eating places.....	5.5	3.7	(NA)	4.6	5.8	5.1
5813	Drinking places.....	1.6	1.7	(NA)	2.1	1.3	2.0
591	Drug stores, proprietary stores.....	4.9	4.1	(D)	3.3	3.5	3.3
59 ex. 591	Other retail stores ⁶	10.7	7.6	(NA)	8.6	8.0	8.8
592	Liquor stores.....	1.1	0.6	(NA)	1.1	2.2	1.7
594	Book, stationery stores.....	1.6	0.7	(NA)	0.5	0.6	0.6
595	Sporting goods, bicycle stores.....	1.1	0.7	(NA)	0.5	0.6	0.5
597	Jewelry stores.....	2.7	2.6	(NA)	1.4	0.8	0.9
5992	Florists.....	0.4	0.4	(NA)	0.3	0.2	0.2
5996	Camera, photographic supply stores.....	0.7	0.6	(NA)	0.6	0.3	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN JOSE STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the stores in the area bounded by Cowper St., Forest Ave., Forest Ave. extended, S.P. RR. tracks; Lytton Ave., Lytton Ave. extended (Palo Alto)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	6
	Number.....	166	554	Gasoline service stations.....	17
	Sales.....(\$1,000)...	29,670	56	Apparel, accessory stores ²	32
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	6
53 part, ³ 56, 57	Number.....	43	562-3, 568	Women's clothing, specialty stores.....	19
	Sales.....(\$1,000)...	7,260	562	Ready-to-wear stores ⁵	9
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	53	566	Shoe stores.....	5
52, 55, 59 ex. 591	Sales.....(\$1,000)...	10,888	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	15
	Number.....	70	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	11,522	5713-15, 19	Other home furnishings stores.....	4
		Number of establishments	577, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ³	166	58	Eating, drinking places.....	14
52	Lumber, building materials, hardware, farm equipment dealers.....	6	5812	Eating places.....	14
5251	Hardware stores.....	2	5813	Drinking places.....	...
52 ex. 5251	Other.....	4	591	Drug stores, proprietary stores.....	7
53 part ³	General merchandise group stores ^{2 3}	6	59 ex. 591	Other retail stores ⁶	41
531	Department stores.....	2	592	Liquor stores.....	...
533	Limited price variety stores.....	2	594	Book, stationery stores.....	4
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	3
54	Food stores.....	22	597	Jewelry stores.....	8
			5992	Florists.....	2
			5996	Camera, photographic supply stores.....	1

MRC No. 2.—Includes the planned center known as "San Antonio Center" and the stores on San Antonio Rd. from Sherwood Ave. to California St. and on El Camino Real from Los Altos Ave. to Jordan Ave.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	44	554	Gasoline service stations.....	9
	Sales.....(\$1,000)...	20,035	56	Apparel, accessory stores ²	3
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
53 part, ³ 56, 57	Number.....	11	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	3,623	562	Ready-to-wear stores ⁵
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	18	566	Shoe stores.....	2
52, 55, 59 ex. 591	Sales.....(\$1,000)...	13,489	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	14
	Number.....	15	5712	Furniture stores.....	7
	Sales.....(\$1,000)...	2,923	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	5
	Retail stores, total ³	44	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	4
5251	Hardware stores.....	1	5813	Drinking places.....	2
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	1	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	4	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN JOSE STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the area known as "Stanford Shopping Center" bounded by El Camino Real, east side of Quarry Rd., south side of Arboretum Rd., and west side of Willow Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	37	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	23,352	56	Apparel, accessory stores ²	13
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	5
	Number.....	7	562	Ready-to-wear stores ⁵	5
	Sales.....(\$1,000)...	2,288	565	Family clothing stores ⁵	1
			566	Shoe stores.....	5
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	...
	Number.....	16	57	Furniture, home furnishings, equipment stores.....	1
	Sales.....(\$1,000)...	19,157	5712	Furniture stores.....	1
			5713-15, 19 572, 5732	Other home furnishings stores.....	1
52	All other stores:			Household appliance, radio, TV, music stores.....	...
	Number.....	14	58	Eating, drinking places.....	...
	Sales.....(\$1,000)...	1,907	5812	Eating places.....	...
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	37	591	Drug stores, proprietary stores.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	10
	Hardware stores.....	1	592	Liquor stores.....	...
	Other.....	...	594	Book, stationery stores.....	1
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	2	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	3
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	1
54	Food stores.....	5			

MRC No. 4.—Includes the planned centers known as "Valley Fair and Town and Country Village" and stores on Stevens Creek Rd. from Route 17 to Henry Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	74	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	32,310	56	Apparel, accessory stores ²	19
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	7
	Number.....	23	562	Ready-to-wear stores ⁵	6
	Sales.....(\$1,000)...	7,504	565	Family clothing stores ⁵
			566	Shoe stores.....	9
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	1
	Number.....	32	57	Furniture, home furnishings, equipment stores.....	9
	Sales.....(\$1,000)...	21,472	5712	Furniture stores.....	1
			5713-15, 19 572, 5732	Other home furnishings stores.....	2
52	All other stores:			Household appliance, radio, TV, music stores.....	6
	Number.....	19	58	Eating, drinking places.....	12
	Sales.....(\$1,000)...	3,334	5812	Eating places.....	12
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	74	591	Drug stores, proprietary stores.....	4
	Lumber, building materials, hardware, farm equipment dealers.....	2	59 ex. 591	Other retail stores ⁶	10
	Hardware stores.....	...	592	Liquor stores.....	2
	Other.....	2	594	Book, stationery stores.....	1
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	4	595	Sporting goods, bicycle stores.....	...
	Department stores.....	2	597	Jewelry stores.....	1
	Limited price variety stores.....	1	5992	Florists.....	1
	Other general merchandise stores.....	1	5996	Camera, photographic supply stores.....	1
54	Food stores.....	7			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAN JOSE STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes the stores in the area bounded by Evelyn Ave., Sunnyvale Ave., Iowa Ave., Mathilda Ave., north side of Washington Ave., and Taaffe Ave. (Sunnyvale)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	93	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	16,612	56	Apparel, accessory stores ²	21
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Number.....	29	562-3, 568	Women's clothing, specialty stores.....	8
	Sales.....(\$1,000)...	6,573	562	Ready-to-wear stores ⁵	6
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵	1
56, 57	Number.....	38	566	Shoe stores.....	7
	Sales.....(\$1,000)...	7,905	564, 569	Other apparel stores.....	1
52, 55	All other stores:		57	Furniture, home furnishings, equipment stores.....	10
59 ex. 591	Number.....	26	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	2,134	5713-15, 19	Other home furnishings stores.....	4
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	4
	Retail stores, total ³	92	58	Eating, drinking places.....	9
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	3
5251	Hardware stores.....	3	5813	Drinking places.....	6
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	6
53 part ³	General merchandise group stores ^{2 3}	7	59 ex. 591	Other retail stores ⁶	15
531	Department stores.....	1	592	Liquor stores.....	5
533	Limited price variety stores.....	2	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	4	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	2
			5992	Florists.....	1
54	Food stores.....	14	5996	Camera, photographic supply stores.....	1

MRC No. 6.—Includes the stores on West San Carlos from Sunol St. to Rutland Ave., on Race St. from West San Carlos St. to Auzerals Ave., and on Meridian Rd. from West San Carlos St. to Moorpark Ave. (San Jose)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	9
	Number.....	72	554	Gasoline service stations.....	8
	Sales.....(\$1,000)...	27,055	56	Apparel, accessory stores ²	1
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	26	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	6,543	562	Ready-to-wear stores ⁵
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	13	566	Shoe stores.....	1
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55	All other stores:		57	Furniture, home furnishings, equipment stores.....	10
59 ex. 591	Number.....	33	5712	Furniture stores.....	5
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	72	58	Eating, drinking places.....	9
52	Lumber, building materials, hardware, farm equipment dealers.....	7	5812	Eating places.....	7
5251	Hardware stores.....	1	5813	Drinking places.....	2
52 ex. 5251	Other.....	6	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	9
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	...
			5992	Florists.....	2
54	Food stores.....	14	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the "employer" universe, and those with no paid employment during 1958, i.e., the "nonemployer" universe. The method of obtaining census information for these two groups is described below.

Enumeration of "Employers."—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of "Nonemployers."—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

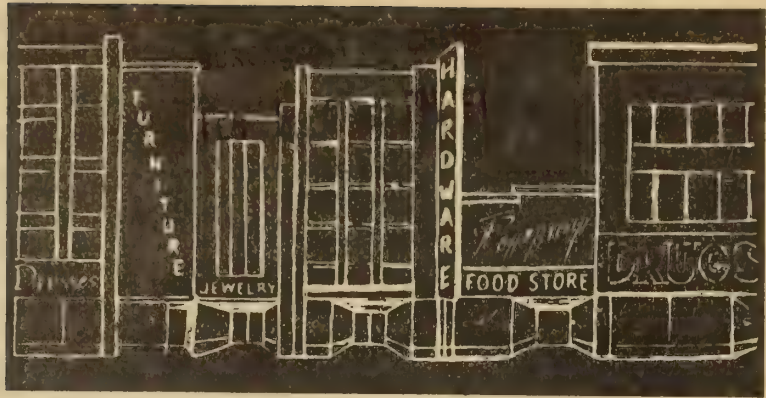
Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).



**CENTRAL
BUSINESS DISTRICT
STATISTICS**

Savannah, Ga., Area

**1958
Census
of
Business**

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS
Robert W. Burgess, Director



BUREAU OF THE CENSUS

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Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Savannah, Ga., Area—BC58-CBD78

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

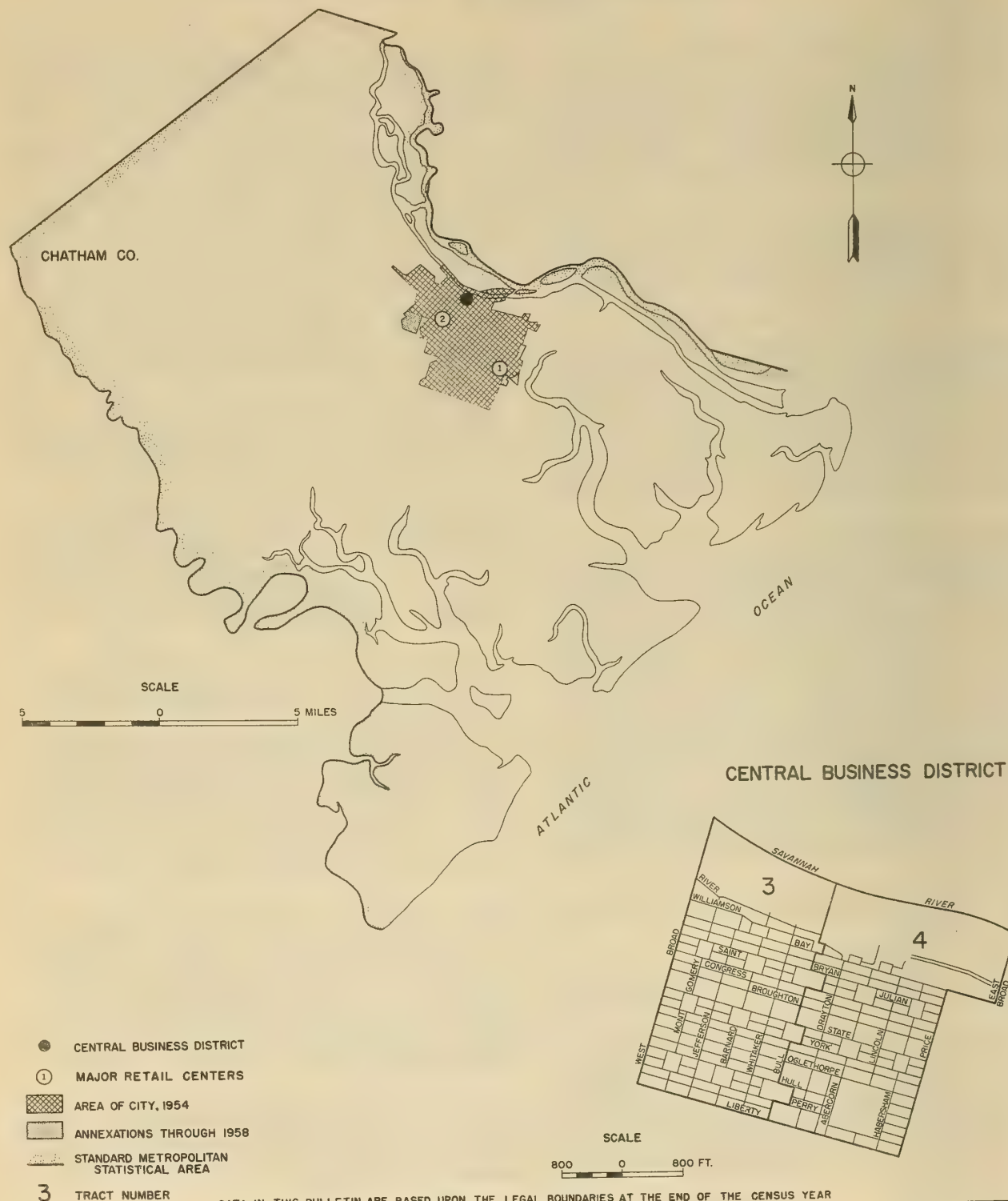
Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.



DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SAVANNAH

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	312	61,177	8,619	3,558	3,158	338	58,946	8,378
52	Lumber, building materials, hardware, farm equipment dealers.....	6	1,479	217	71	63	6	1,172	175
5251	Hardware stores.....	4	(D)	(D)	(D)	(D)	4	(D)	(D)
52 ex. 5251	Other.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	18	9,902	1,600	874	646	21	11,681	1,815
531	Department stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	7	3,577	587	402	264	8	3,421	486
539	Other general merchandise stores.....	7	(D)	(D)	(D)	(D)	10	(D)	(D)
54	Food stores.....	26	5,447	372	205	191	33	5,049	297
55 ex. 554	Automotive dealers.....	16	11,290	1,229	274	269	14	11,531	1,268
554	Gasoline service stations.....	14	945	100	48	46	15	724	81
56	Apparel, accessory stores.....	75	14,652	1,984	796	680	81	12,083	1,723
561, 567	Men's, boys' apparel stores, custom tailors.....	14	2,510	(D)	(D)	(D)	15	2,217	359
562, 563, 568	Women's clothing, specialty stores....	24	4,970	679	339	299	27	4,342	586
562	Ready-to-wear stores ⁵	18	4,615	630	314	276	16	3,652	507
565	Family clothing stores ⁵	15	4,534	496	212	152	13	2,404	344
566	Shoe stores.....	17	2,334	336	111	104	23	2,653	370
564, 569	Other apparel stores.....	3	(D)	(D)	(D)	(D)	3	467	64
57	Furniture, home furnishings, equipment stores.....	33	6,463	1,071	335	332	32	5,981	1,096
5712	Furniture stores ⁴	21	4,627	701	242	240	16	3,911	735
5713-15, 19	Other home furnishings stores ⁴	2	(D)	(D)	(D)	(D)	4	853	211
572, 573	Household appliance, radio, TV, music stores.....	9	(D)	(D)	(D)	(D)	12	1,217	150
58	Eating, drinking places.....	51	3,711	772	508	485	55	3,426	705
5812	Eating places.....	42	3,263	743	495	473	45	2,950	668
5813	Drinking places.....	9	397	29	13	12	10	476	37
591	Drug stores, proprietary stores.....	9	1,401	177	90	83	9	1,355	185
59 ex. 591	Other retail stores ⁶	64	5,626	1,097	364	359	72	5,944	1,023
592	Liquor stores.....	5	238	9	12	12	10	482	23
594	Book, stationery stores.....	5	720	155	38	38	3	(D)	(D)
595	Sporting goods, bicycle stores.....	4	(D)	(D)	(D)	(D)	2	(D)	(D)
597	Jewelry stores.....	14	2,332	585	128	128	17	2,547	634
5992	Florists.....	3	29	2	2	2	2	(D)	(D)
5996	Camera, photographic supply stores....	1	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	5	983	276	202	181	5	713	239
783	Motion picture theaters.....	4	910	139	73	50	5	1,001	207

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$672,000 of which \$435,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SAVANNAH

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,320	(D)	(D)	(D)	(D)	1,338	143,953	16,484
52	Lumber, building materials, hardware, farm equipment dealers.....	39	10,327	1,321	430	398	30	6,482	848
5251	Hardware stores.....	9	1,338	182	56	48	7	(D)	(D)
52 ex. 5251	Other.....	30	8,989	1,139	374	350	23	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	54	20,057	3,036	1,463	1,068	46	17,821	2,741
531	Department stores.....	6	13,457	2,162	891	672	4	10,325	1,750
533	Limited price variety stores.....	22	(D)	(D)	(D)	(D)	22	(D)	(D)
539	Other general merchandise stores.....	22	(D)	(D)	(D)	(D)	20	3,677	(D)
54	Food stores.....	324	39,192	2,179	1,128	966	402	33,004	1,796
55 ex. 554	Automotive dealers.....	75	31,110	3,238	777	767	50	27,322	3,047
554	Gasoline service stations.....	165	10,761	943	453	410	168	9,926	770
56	Apparel, accessory stores.....	95	(D)	(D)	(D)	(D)	102	13,779	1,961
561, 567	Men's, boys' apparel stores, custom tailors.....	17	(D)	(D)	(D)	(D)	18	2,465	391
562, 563, 568	Women's clothing, specialty stores....	33	5,956	804	386	345	38	4,893	662
562	Ready-to-wear stores ⁵	26	5,563	750	359	320	22	3,994	554
565	Family clothing stores ⁵	19	6,180	665	291	225	16	2,812	408
566	Shoe stores.....	19	2,504	354	122	114	23	2,653	370
564, 569	Other apparel stores.....	5	677	70	42	37	7	956	130
57	Furniture, home furnishings, equipment stores.....	88	10,407	1,616	502	496	79	9,397	1,503
5712	Furniture stores ⁴	43	6,402	982	293	291	30	5,809	969
5713-15, 19	Other home furnishings stores ⁴	13	(D)	(D)	(D)	(D)	13	(D)	267
572, 573	Household appliance, radio, TV, music stores.....	32	(D)	(D)	(D)	(D)	30	(D)	(D)
58	Eating, drinking places.....	188	8,347	1,506	1,020	954	193	9,617	1,440
5812	Eating places.....	146	6,851	1,419	967	908	133	6,878	1,194
5813	Drinking places.....	42	1,496	87	53	46	60	2,739	246
591	Drug stores, proprietary stores.....	64	6,001	739	356	327	56	4,541	618
59 ex. 591	Other retail stores ⁶	228	16,107	2,119	938	893	212	12,064	1,760
592	Liquor stores.....	51	4,579	305	214	202	37	2,257	151
594	Book, stationery stores.....	9	806	163	45	38	4	257	74
595	Sporting goods, bicycle stores.....	10	519	(D)	(D)	(D)	7	(D)	(D)
597	Jewelry stores.....	20	2,564	617	134	134	22	2,869	676
5992	Florists.....	20	530	119	101	99	22	580	106
5996	Camera, photographic supply stores....	1	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	8	2,789	848	598	560	12	2,454	863
783	Motion picture theaters.....	11	(D)	(D)	(D)	(D)	14	2,000	411

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SAVANNAH STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,559	187,716	(D)	(D)	(D)	1,464	151,875	17,186
52	Lumber, building materials, hardware, farm equipment dealers.....	49	11,256	1,393	461	423	35	6,796	868
5251	Hardware stores.....	14	1,809	218	74	60	9	1,170	128
52 ex. 5251	Other.....	35	9,447	1,175	387	363	26	5,626	740
53 part ²	General merchandise group stores ^{2 3}	66	20,577	3,065	1,483	1,088	50	18,097	2,757
531	Department stores.....	6	13,457	2,162	891	672	4	10,325	1,750
533	Limited price variety stores.....	24	5,102	760	524	354	23	3,828	527
539	Other general merchandise stores.....	24	1,824	143	68	62	23	3,944	480
54	Food stores.....	389	44,441	2,407	1,231	1,052	436	35,742	1,944
55 ex. 554	Automotive dealers.....	83	31,643	3,289	794	784	53	27,527	3,069
554	Gasoline service stations.....	212	14,665	1,254	593	541	191	11,532	876
56	Apparel, accessory stores.....	96	19,664	2,448	1,032	904	102	13,779	1,961
561, 567	Men's, boys' apparel stores, custom tailors ⁴	18	4,269	555	191	183	18	2,465	391
562, 563, 568	Women's clothing, specialty stores....	33	5,956	804	386	345	38	4,893	662
562	Ready-to-wear stores ⁵	26	5,563	750	359	320	22	3,994	554
565	Family clothing stores ⁵	19	6,180	665	291	225	16	2,812	408
566	Shoe stores.....	19	2,504	354	122	114	23	2,653	370
564, 569	Other apparel stores.....	5	677	70	42	37	7	956	130
57	Furniture, home furnishings, equipment stores.....	98	10,992	1,728	532	525	83	9,769	1,556
5712	Furniture stores ⁴	46	6,465	989	296	294	30	5,809	969
5713-15, 19	Other home furnishings stores ⁴	19	2,035	356	128	128	14	(D)	66
572, 573	Household appliance, radio, TV, music stores.....	33	2,492	383	108	103	33	2,645	287
58	Eating, drinking places.....	236	10,796	1,963	1,303	1,194	225	10,799	1,653
5812	Eating places.....	188	9,027	1,849	1,232	1,131	154	7,752	1,385
5813	Drinking places.....	48	1,769	114	71	63	71	3,035	268
591	Drug stores, proprietary stores.....	74	6,691	793	397	365	63	4,906	643
59 ex. 591	Other retail stores ⁶	256	16,991	(D)	(D)	(D)	226	12,928	1,859
592	Liquor stores.....	58	5,031	329	223	211	41	2,738	203
594	Book, stationery stores.....	9	806	163	45	38	4	257	74
595	Sporting goods, bicycle stores.....	10	519	(D)	(D)	(D)	9	433	(D)
597	Jewelry stores.....	20	2,564	617	134	134	22	2,869	676
5992	Florists.....	25	559	121	101	99	22	580	106
5996	Camera, photographic supply stores....	1	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	15	3,670	1,189	806	743	15	2,598	899
783	Motion picture theaters.....	12	1,901	399	227	198	19	2,143	441

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SAVANNAH, THE ENTIRE CITY, AND SAVANNAH STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	3.8	(D)	(D)	23.6	36.2
52	Lumber, building materials, hardware, farm equipment dealers.....	26.2	59.3	66.6	65.6	73.8
5251	Hardware stores.....	(D)	(D)	(D)	54.6	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	67.9	(D)
53 part ²	General merchandise group stores ^{2 3}	-15.2	12.5	65.4	13.7	66.4
531	Department stores.....	(D)	30.3	(D)	30.3	(D)
533	Limited price variety stores.....	4.6	(D)	(D)	33.3	274.7
539	Other general merchandise stores.....	(D)	(D)	(D)	-53.8	(D)
54	Food stores.....	7.9	18.7	20.7	24.3	27.0
55 ex. 554	Automotive dealers.....	-2.1	13.9	25.5	15.0	27.2
554	Gasoline service stations.....	30.5	8.4	6.7	27.2	26.9
56	Apparel, accessory stores.....	21.3	(D)	(D)	42.7	195.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	13.2	(D)	(D)	73.2	609.3
562, 563, 568	Women's clothing, specialty stores.....	14.5	21.7	78.9	21.7	78.9
562	Ready-to-wear stores ⁵	26.4	39.3	177.2	39.3	177.2
565	Family clothing stores ⁵	88.6	119.8	303.4	119.8	303.4
566	Shoe stores.....	-12.0	-5.2	...	-5.6	...
564, 569	Other apparel stores.....	(D)	-29.2	(D)	-29.2	(D)
57	Furniture, home furnishings, equipment stores.....	8.1	10.7	15.5	12.5	19.6
5712	Furniture stores ⁴	18.3	10.2	-6.5	11.3	-3.2
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	(D)	(D)	-5.8	(D)
58	Eating, drinking places.....	8.3	-13.2	-25.1	...	-3.9
5812	Eating places.....	10.6	-0.9	-8.7	16.4	20.0
5813	Drinking places.....	-16.6	-45.4	-51.4	-41.7	-46.4
591	Drug stores, proprietary stores.....	3.4	32.2	44.4	36.4	49.0
59 ex. 591	Other retail stores ⁶	-5.2	33.5	71.3	31.4	62.7
592	Liquor stores.....	-50.6	102.9	144.6	83.7	112.5
594	Book, stationery stores.....	(D)	213.6	(D)	213.6	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	19.9	(D)
597	Jewelry stores.....	-8.4	-10.6	-28.0	-10.6	-28.0
5992	Florists.....	(D)	-8.6	(D)	-3.6	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	37.9	13.7	3.7	41.3	42.5
783	Motion picture theaters.....	-9.1	(D)	(D)	-11.3	-13.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SAVANNAH AND OF SAVANNAH STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	(D)	40.9	32.6	38.8
52	Lumber, building materials, hardware, farm equipment dealers...	14.3	18.1	13.1	17.2
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	49.4	65.5	48.1	64.5
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	(D)	(D)	70.1	89.4
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	13.9	15.3	12.3	14.1
55 ex. 554	Automotive dealers.....	36.3	42.2	35.7	41.9
554	Gasoline service stations.....	8.8	7.3	6.4	6.3
56	Apparel, accessory stores.....	(D)	87.7	74.5	87.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	89.9	59.4	89.9
562, 563, 568	Women's clothing, specialty stores.....	83.4	88.7	83.4	88.7
562	Ready-to-wear stores ⁵	83.0	91.4	83.0	91.4
565	Family clothing stores ⁵	73.4	85.5	73.4	85.5
566	Shoe stores.....	93.2	100.0	93.2	100.0
564, 569	Other apparel stores.....	(D)	48.8	(D)	48.8
57	Furniture, home furnishings, equipment stores.....	62.1	63.6	58.8	61.2
5712	Furniture stores ⁴	72.3	67.3	71.6	67.3
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	(D)	(D)	46.0
58	Eating, drinking places.....	44.5	35.6	34.4	31.7
5812	Eating places.....	47.6	43.0	36.1	38.1
5813	Drinking places.....	26.5	17.4	22.4	15.7
591	Drug stores, proprietary stores.....	23.3	29.8	20.9	27.6
59 ex. 591	Other retail stores ⁶	34.9	49.3	33.1	46.0
592	Liquor stores.....	5.2	21.4	4.7	17.6
594	Book, stationery stores.....	89.3	(D)	89.3	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	91.0	88.8	91.0	88.8
5992	Florists.....	5.5	(D)	5.2	(D)
5996	Camera, photographic supply stores.....	...	(D)	...	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAVANNAH, THE ENTIRE CITY, AND SAVANNAH STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	(D)	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	2.5	2.0	(NA)	4.5	6.0	4.5
5251	Hardware stores.....	(D)	(D)	(NA)	(D)	1.0	0.8
52 ex. 5251	Other.....	(D)	(D)	(NA)	(D)	5.0	3.7
53 part ²	General merchandise group stores ^{2 3}	16.2	19.8	(NA)	12.4	11.0	11.9
531	Department stores.....	(D)	(D)	(NA)	7.2	7.2	6.8
533	Limited price variety stores.....	5.8	5.8	(NA)	(D)	2.7	2.5
539	Other general merchandise stores.....	(D)	(D)	(NA)	2.6	1.0	2.6
54	Food stores.....	9.0	8.6	(NA)	22.9	23.6	23.5
55 ex. 554	Automotive dealers.....	18.5	19.6	(NA)	19.0	16.9	18.1
554	Gasoline service stations.....	1.6	1.2	(NA)	6.9	7.8	7.6
56	Apparel, accessory stores.....	24.0	20.5	(NA)	9.6	10.5	9.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.1	3.8	(NA)	1.7	2.3	1.6
562, 563, 568	Women's clothing, specialty stores....	8.1	7.4	(NA)	3.4	3.2	3.2
562	Ready-to-wear stores ⁵	7.5	6.2	(NA)	2.8	3.0	2.6
565	Family clothing stores ⁵	7.4	4.1	(NA)	2.0	3.3	1.9
566	Shoe Stores.....	3.8	4.5	(NA)	1.8	1.3	1.7
564, 569	Other apparel stores.....	(D)	0.7	(NA)	0.7	0.4	0.6
57	Furniture, home furnishings, equipment stores.....	10.6	10.1	(NA)	6.5	5.9	6.4
5712	Furniture stores ⁴	7.4	6.6	(NA)	4.0	3.4	3.8
5713-15, 19	Other home furnishings stores ⁴	(D)	1.4	(NA)	(D)	1.1	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	2.1	(NA)	(D)	1.3	1.7
58	Eating, drinking places.....	6.1	5.8	(NA)	6.7	5.7	7.1
5812	Eating places.....	5.3	5.0	(NA)	4.8	4.8	5.1
5813	Drinking places.....	0.6	0.8	(NA)	1.9	0.9	2.0
591	Drug stores, proprietary stores.....	2.3	2.3	(NA)	3.2	3.6	3.2
59 ex. 591	Other retail stores ⁶	9.2	10.1	(NA)	8.4	9.0	8.5
592	Liquor stores.....	0.4	0.8	(NA)	1.6	2.7	1.8
594	Book, stationery stores.....	1.2	(D)	(NA)	0.2	0.4	0.2
595	Sporting goods, bicycle stores.....	(D)	(D)	(NA)	(D)	0.3	0.3
597	Jewelry stores.....	3.8	4.3	(NA)	2.0	1.4	1.9
5992	Florists.....	...	(D)	(NA)	0.4	0.3	0.4
5996	Camera, photographic supply stores....	(NA)	(D)	...	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SAVANNAH STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned centers known as "Crossroads Shopping Center" and "Victory Drive Shopping Plaza" on Skidaway Rd. from 41st St. East to 50th St. East.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	39	554	Gasoline service stations.....	7
	Sales.....(\$1,000)...	8,154	56	Apparel, accessory stores ¹	4
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	14	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	2,242	562	Ready-to-wear stores ⁵	2
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵
56, 57	Number.....	11	566	Shoe stores.....	1
	Sales.....(\$1,000)...	2,808	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	14	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	3,104	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ²	39	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	3
5251	Hardware stores.....	1	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	4
53 part ²	General merchandise group stores ^{1 2}	4	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	6	597	Jewelry stores.....	1
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes stores in the area bounded by Park Ave., Albercorn, 31st, and Whitaker Sts.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	24	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	9,185	56	Apparel, accessory stores ¹	2
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	12	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵	2
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵
56, 57	Number.....	8	566	Shoe stores.....	...
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	5
	Number.....	7	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	445	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	4
	Retail stores, total ²	24	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	4
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	1	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	3
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	4	597	Jewelry stores.....	...
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Scranton, Pa., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

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GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Scranton, Pa., Area—BC58-CBD79
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

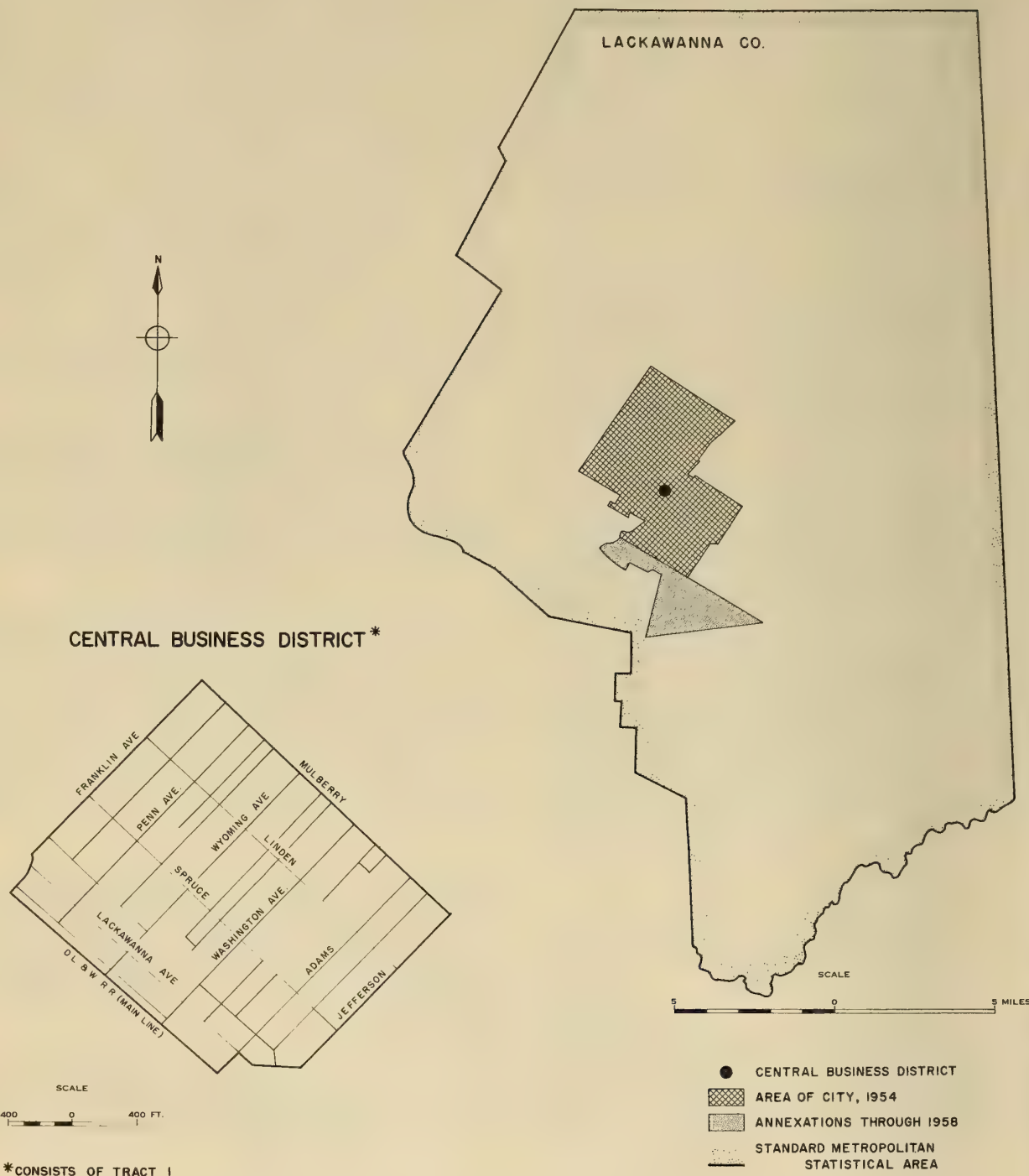
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

SCRANTON, PA.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



*CONSISTS OF TRACT 1

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SCRANTON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	343	65,721	10,789	3,938	3,458	359	60,686	10,074
52	Lumber, building materials, hardware, farm equipment dealers.....	7	1,482	306	84	83	15	1,561	178
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)	3	250	29
52 ex. 5251	Other.....	5	(D)	(D)	(D)	(D)	12	1,311	149
53 part ³	General merchandise group stores ³	12	25,759	4,552	1,760	1,468	20	21,647	3,902
531	Department stores.....	3	22,336	3,963	1,478	1,256	4	16,625	3,145
533	Limited price variety stores.....	4	3,154	562	267	199	6	3,171	573
539	Other general merchandise stores.....	5	269	27	15	13	10	1,851	184
54	Food stores.....	21	4,487	433	169	137	34	4,491	471
55 ex. 554	Automotive dealers.....	6	3,337	350	91	85	7	2,653	321
554	Gasoline service stations.....	9	731	70	29	25	6	280	27
56	Apparel, accessory stores.....	90	12,143	1,905	680	612	103	13,223	2,071
561, 567	Men's, boys' apparel stores, custom tailors ⁴	17	1,822	291	88	77	10	1,271	(D)
562, 563, 568	Women's clothing, specialty stores....	52	5,174	747	299	256	52	5,926	911
562	Ready-to-wear stores ⁵	27	3,281	477	200	174	34	5,095	786
565	Family clothing stores ⁵	1	(D)	(D)	(D)	(D)	3	(D)	442
566	Shoe stores.....	16	2,151	340	113	101	22	2,891	414
564, 569	Other apparel stores.....	4	328	30	15	13	12	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	39	7,385	1,437	393	388	36	6,960	1,329
5712	Furniture stores ⁴	14	5,236	1,114	301	297	11	4,941	1,028
5713-15, 19	Other home furnishings stores ⁴	10	608	98	34	34	7	733	126
572, 573	Household appliance, radio, TV, music stores.....	15	1,541	225	58	57	18	1,286	175
58	Eating, drinking places.....	80	3,695	793	397	367	73	3,832	905
5812	Eating places.....	47	2,626	643	325	299	42	2,806	750
5813	Drinking places.....	33	1,069	150	72	68	31	1,026	155
591	Drug stores, proprietary stores.....	9	1,329	233	93	72	11	1,353	224
59 ex. 591	Other retail stores ⁶	70	5,373	710	242	221	54	4,686	646
592	Liquor stores.....	3	(D)	(D)	(D)	(D)	1	(D)	(D)
594	Book, stationery stores.....	6	534	107	31	31	5	560	100
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	3	899	138
597	Jewelry stores.....	18	1,160	182	61	56	14	1,002	165
5992	Florists.....	4	114	19	9	9	5	159	21
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	8	(D)	(D)	(D)	(D)	6	2,158	701
783	Motion picture theaters.....	3	(D)	(D)	(D)	(D)	4	1,076	257

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$2,666,000, of which \$1,351,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SCRANTON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,597	158,615	18,573	7,006	5,927	1,603	137,874	16,703
52	Lumber, building materials, hardware, farm equipment dealers.....	40	4,754	676	212	193	48	4,810	740
5251	Hardware stores.....	7	744	106	28	26	8	(D)	(D)
52 ex. 5251	Other.....	33	4,010	570	184	167	40	(D)	(D)
53 part ³	General merchandise group stores ³	50	26,452	4,610	1,818	1,504	58	22,943	4,019
531	Department stores.....	3	22,336	3,963	1,478	1,256	4	16,625	3,145
533	Limited price variety stores.....	14	3,445	600	307	219	18	3,830	665
539	Other general merchandise stores.....	25	569	47	33	29	36	2,488	209
54	Food stores.....	431	41,682	2,930	1,193	833	511	33,151	2,205
55 ex. 554	Automotive dealers.....	63	24,407	2,425	648	627	51	19,916	2,131
554	Gasoline service stations.....	112	6,320	368	184	158	111	4,912	287
56	Apparel, accessory stores.....	120	13,805	2,042	741	661	155	15,082	2,255
561, 567	Men's, boys' apparel stores, custom tailors ⁴	23	2,121	331	102	90	16	1,538	246
562, 563, 568	Women's clothing, specialty stores....	60	5,192	737	294	255	82	6,650	977
562	Ready-to-wear stores ⁵	33	3,743	545	235	202	46	5,651	824
565	Family clothing stores ⁵	3	(D)	(D)	(D)	(D)	5	(D)	(D)
566	Shoe stores.....	22	2,396	372	129	109	28	3,152	441
564, 569	Other apparel stores.....	8	579	(D)	(D)	(D)	18	1,252	(D)
57	Furniture, home furnishings, equipment stores.....	94	9,761	1,695	471	463	84	11,756	1,910
5712	Furniture stores ⁴	24	6,388	1,275	337	332	19	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	20	847	119	43	41	13	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	50	2,526	301	91	90	46	4,750	603
58	Eating, drinking places.....	397	11,458	1,721	965	833	332	10,541	1,640
5812	Eating places.....	214	6,866	1,218	700	613	158	5,961	1,115
5813	Drinking places.....	183	4,592	503	265	220	174	4,580	525
591	Drug stores, proprietary stores.....	55	3,550	441	215	147	63	3,258	382
59 ex. 591	Other retail stores ⁶	235	16,426	1,665	559	508	190	11,505	1,134
592	Liquor stores.....	29	3,211	184	64	62	17	2,352	122
594	Book, stationery stores.....	11	646	113	33	33	8	649	(D)
595	Sporting goods, bicycle stores.....	5	(D)	118	16	14	7	943	141
597	Jewelry stores.....	21	1,278	189	64	59	23	1,304	195
5992	Florists.....	28	958	137	33	26	25	477	47
5996	Camera, photographic supply stores....	5	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	18	(D)	(D)	(D)	(D)	14	(D)	(D)
783	Motion picture theaters.....	7	(D)	(D)	(D)	(D)	10	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SCRANTON STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	3,208	251,169	25,545	9,947	8,252	3,276	216,778	22,227
52	Lumber, building materials, hardware, farm equipment dealers.....	105	8,693	1,208	394	365	109	8,875	1,316
5251	Hardware stores.....	32	1,443	207	63	60	25	1,257	213
52 ex. 5251	Other.....	73	7,250	1,001	331	305	84	7,618	1,103
53 part ³	General merchandise group stores ³	111	31,777	5,028	2,037	1,682	103	26,954	4,410
531	Department stores.....	3	22,336	3,963	1,478	1,256	4	16,625	3,145
533	Limited price variety stores.....	29	4,687	722	401	287	31	4,904	831
539	Other general merchandise stores.....	57	4,318	343	158	139	66	5,417	434
54	Food stores.....	854	77,133	4,886	1,933	1,316	1,044	60,752	3,666
55 ex. 554	Automotive dealers.....	130	36,853	3,419	922	898	108	33,309	3,074
554	Gasoline service stations.....	265	13,215	667	328	276	254	10,322	583
56	Apparel, accessory stores.....	202	18,381	2,453	962	819	239	19,167	2,601
561, 567	Men's, boys' apparel stores, custom tailors ⁴	42	3,385	428	145	116	32	2,602	337
562, 563, 568	Women's clothing, specialty stores....	88	7,083	939	413	344	112	8,512	1,148
562	Ready-to-wear stores ⁵	45	4,780	657	304	254	66	7,360	987
565	Family clothing stores ⁵	10	3,796	583	214	203	10	2,648	476
566	Shoe stores.....	33	2,941	446	160	130	42	3,715	497
564, 569	Other apparel stores.....	23	948	(D)	(D)	(D)	29	1,470	143
57	Furniture, home furnishings, equipment stores.....	156	12,710	2,048	580	561	150	14,792	2,200
5712	Furniture stores ⁴	40	7,803	1,433	393	379	34	7,168	1,281
5713-15, 19	Other home furnishings stores ⁴	26	981	137	50	46	15	1,040	174
572, 573	Household appliance, radio, TV, music stores.....	90	3,926	478	137	136	93	6,484	745
58	Eating, drinking places.....	860	19,925	2,543	1,536	1,269	789	17,562	2,184
5812	Eating places.....	479	12,077	1,825	1,138	946	382	9,681	1,437
5813	Drinking places.....	381	7,848	718	398	323	399	7,815	747
591	Drug stores, proprietary stores.....	98	6,968	949	451	343	114	5,517	579
59 ex. 591	Other retail stores ⁶	427	25,514	2,344	804	723	366	19,528	1,614
592	Liquor stores.....	76	6,198	361	119	117	48	4,648	250
594	Book, stationery stores.....	16	804	121	40	40	11	708	114
595	Sporting goods, bicycle stores.....	7	1,176	118	16	14	17	1,087	145
597	Jewelry stores.....	30	1,509	213	76	69	39	1,644	248
5992	Florists.....	57	1,521	204	61	48	55	1,241	109
5996	Camera, photographic supply stores....	5	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	51	2,621	783	344	296	25	2,710	804
783	Motion picture theaters.....	19	(D)	390	212	157	22	2,101	582

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SCRANTON, THE ENTIRE CITY, AND SCRANTON STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	8.3	15.0	20.3	15.9	18.8
52	Lumber, building materials, hardware, farm equipment dealers.....	-5.1	-1.2	0.7	-2.1	-1.4
5251	Hardware stores.....	(D)	(D)	(D)	14.8	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	-4.8	(D)
53 part ³	General merchandise group stores ³	19.0	15.3	-46.5	17.9	13.4
531	Department stores.....	34.4	34.4	...	34.4	...
533	Limited price variety stores.....	-0.5	-10.1	-55.9	-4.4	-11.6
539	Other general merchandise stores.....	-85.5	-77.1	-52.9	-20.3	13.5
54	Food stores.....	-0.1	25.7	29.8	27.0	29.1
55 ex. 554	Automotive dealers.....	25.8	22.5	22.1	10.6	9.3
554	Gasoline service stations.....	161.1	28.7	20.7	28.0	24.3
56	Apparel, accessory stores.....	-8.2	-8.5	-10.6	-4.1	4.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	43.4	37.9	12.0	30.1	17.4
562, 563, 568	Women's clothing, specialty stores.....	-12.7	-21.9	-97.5	-16.8	-26.2
562	Ready-to-wear stores ⁵	-35.6	-33.8	-16.9	-35.1	-33.8
565	Family clothing stores ⁵	(D)	(D)	(D)	43.4	(D)
566	Shoe stores.....	-25.6	-24.0	-6.1	-20.8	-4.1
564, 569	Other apparel stores.....	(D)	-53.8	(D)	-35.5	(D)
57	Furniture, home furnishings, equipment stores.....	6.1	-17.0	-50.5	-14.1	-32.0
5712	Furniture stores ⁴	6.0	(D)	(D)	8.9	15.3
5713-15, 19	Other home furnishings stores ⁴	-17.1	(D)	(D)	-5.7	21.5
572, 573	Household appliance, radio, TV, music stores.....	-19.8	-46.8	-71.6	-39.5	-54.1
58	Eating, drinking places.....	-3.6	8.7	15.7	13.5	18.2
5812	Eating places.....	-6.4	15.2	34.4	24.7	37.5
5813	Drinking places.....	4.2	0.3	-0.9	0.4	-0.2
591	Drug stores, proprietary stores.....	-1.8	9.0	16.6	26.3	35.4
59 ex. 591	Other retail stores ⁶	14.7	42.8	62.1	30.7	35.7
592	Liquor stores.....	(D)	36.5	(D)	33.3	(D)
594	Book, stationery stores.....	-4.7	-0.5	25.8	13.6	82.4
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	-1.8	(D)
597	Jewelry stores.....	15.8	-2.0	165.4	-8.2	-45.6
5992	Florists.....	-28.3	100.8	-60.9	22.6	30.0
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	(D)	(D)	(D)	-3.3	(D)
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SCRANTON AND OF SCRANTON STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	41.4	44.0	26.2	28.0
52	Lumber, building materials, hardware, farm equipment dealers...	31.2	32.5	17.0	17.6
5251	Hardware stores.....	(D)	(D)	(D)	19.9
52 ex. 5251	Other.....	(D)	(D)	(D)	17.2
53 part ³	General merchandise group stores ³	97.4	94.4	81.1	80.3
531	Department stores.....	100.0	100.0	100.0	100.0
533	Limited price variety stores.....	91.6	82.8	67.3	64.7
539	Other general merchandise stores.....	47.3	74.4	6.2	34.2
54	Food stores.....	10.8	13.5	5.8	7.4
55 ex. 554	Automotive dealers.....	13.7	13.3	9.1	8.0
554	Gasoline service stations.....	11.6	5.7	5.5	2.7
56	Apparel, accessory stores.....	88.0	87.7	66.1	69.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	85.9	82.6	53.8	48.8
562, 563, 568	Women's clothing, specialty stores.....	99.7	89.1	73.0	69.6
562	Ready-to-wear stores ⁵	87.7	90.2	68.6	69.2
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	89.8	91.7	73.1	77.8
564, 569	Other apparel stores.....	56.6	(D)	34.6	(D)
57	Furniture, home furnishings, equipment stores.....	75.7	59.2	58.1	47.1
5712	Furniture stores ⁴	82.0	(D)	67.1	68.9
5713-15, 19	Other home furnishings stores ⁴	71.8	(D)	62.0	70.5
572, 573	Household appliance, radio, TV, music stores.....	61.0	27.1	39.2	19.8
58	Eating, drinking places.....	32.2	36.4	18.5	21.8
5812	Eating places.....	38.2	47.1	21.7	29.0
5813	Drinking places.....	23.3	22.4	13.6	13.1
591	Drug stores, proprietary stores.....	37.4	41.5	19.1	24.5
59 ex. 591	Other retail stores ⁶	32.7	40.7	21.1	24.0
592	Liquor stores.....	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	82.7	86.3	66.4	79.1
595	Sporting goods, bicycle stores.....	(D)	95.3	(D)	82.7
597	Jewelry stores.....	90.8	76.8	76.9	60.9
5992	Florists.....	11.9	33.3	7.5	12.8
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SCRANTON, THE ENTIRE CITY, AND SCRANTON STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	2.3	2.6	3.0	3.5	3.5	4.1
5251	Hardware stores.....	(D)	0.4	0.5	(D)	0.6	0.6
52 ex. 5251	Other.....	(D)	2.2	2.5	(D)	2.9	3.5
53 part ³	General merchandise group stores ³	39.2	35.7	16.7	16.7	12.6	12.4
531	Department stores.....	34.0	27.4	14.1	12.1	8.9	7.7
533	Limited price variety stores.....	4.8	5.2	2.2	2.8	1.9	2.2
539	Other general merchandise stores.....	0.4	3.1	0.4	1.8	1.7	2.5
54	Food stores.....	6.8	7.4	26.3	24.0	30.7	28.1
55 ex. 554	Automotive dealers.....	5.1	4.4	15.4	14.4	14.7	15.4
554	Gasoline service stations.....	1.1	0.5	4.0	3.6	5.3	4.8
56	Apparel, accessory stores.....	18.5	21.8	8.7	10.9	7.3	8.8
561, 567	Men's, boys' apparel stores, custom tailors.....	2.8	2.1	1.3	1.1	1.3	1.2
562, 563, 568	Women's clothing, specialty stores....	7.9	9.8	3.3	4.8	2.8	3.9
562	Ready-to-wear stores ⁵	5.0	8.4	2.4	4.1	1.9	3.4
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)	1.5	1.2
566	Shoe stores.....	3.3	4.8	1.5	2.3	1.2	1.7
564, 569	Other apparel stores.....	0.5	(D)	0.4	0.9	0.4	0.7
57	Furniture, home furnishings, equipment stores.....	11.2	11.5	6.2	8.5	5.1	6.8
5712	Furniture stores ⁴	8.1	8.1	4.1	(D)	3.1	3.3
5713-15, 19	Other home furnishings stores ⁴	0.9	1.2	0.5	(D)	0.4	0.5
572, 573	Household appliance, radio, TV, music stores.....	2.3	2.1	1.6	3.4	1.6	3.0
58	Eating, drinking places.....	5.6	6.3	7.2	7.6	7.9	8.1
5812	Eating places.....	4.0	4.6	4.3	4.3	4.8	4.5
5813	Drinking places.....	1.6	1.7	2.9	3.3	3.1	3.6
591	Drug stores, proprietary stores.....	2.0	2.2	2.2	2.4	2.8	2.5
59 ex. 591	Other retail stores ⁶	8.2	7.6	10.3	8.4	10.1	9.0
592	Liquor stores.....	(D)	(D)	2.0	1.7	2.5	2.1
594	Book, stationery stores.....	0.8	0.9	0.4	0.5	0.3	0.3
595	Sporting goods, bicycle stores.....	(D)	1.5	(D)	0.7	0.5	0.5
597	Jewelry stores.....	1.8	1.7	0.8	0.9	0.6	0.8
5992	Florists.....	0.2	0.3	0.6	0.3	0.6	0.6
5996	Camera, photographic supply stores....	(D)	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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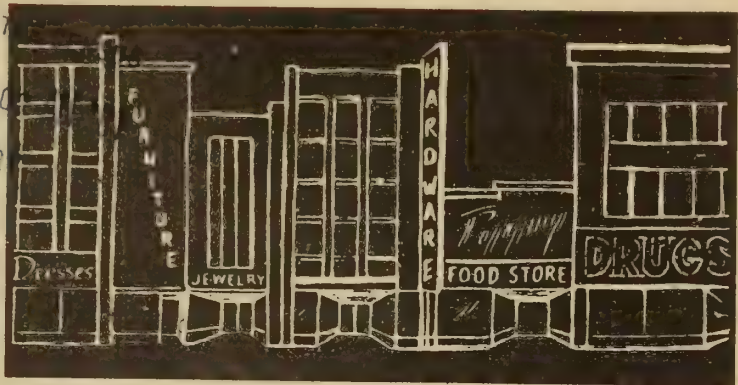
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CENTRAL BUSINESS DISTRICT STATISTICS

Seattle, Wash., Area

1958
Census
of
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U.S. DEPARTMENT OF COMMERCE

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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

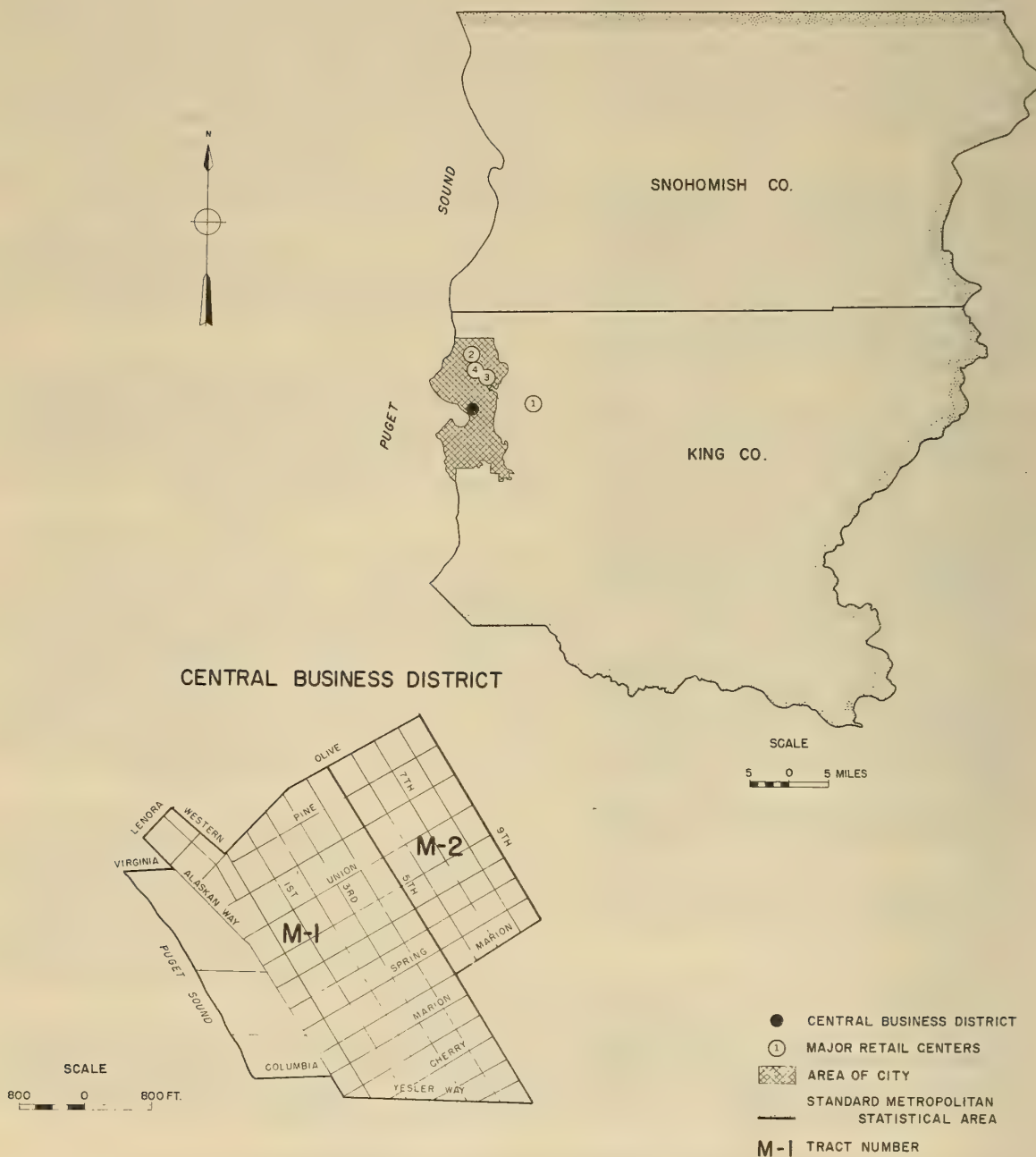
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

SEATTLE, WASH.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SEATTLE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	866	223,109	41,236	12,963	11,154	980	210,921	33,473
52	Lumber, building materials, hardware, farm equipment dealers.....	13	2,783	342	97	92	14	2,865	471
5251	Hardware stores.....	6	2,316	265	75	71	7	2,522	410
52 ex. 5251	Other.....	7	467	77	22	21	7	343	61
53 part ³	General merchandise group stores ³	24	103,959	19,209	6,634	5,521	29	92,224	10,776
531	Department stores.....	5	96,742	17,761	6,064	5,175	5	83,957	9,337
533	Limited price variety stores.....	5	6,189	1,331	509	297	5	6,223	1,134
539	Other general merchandise stores.....	14	1,028	117	61	49	19	2,034	305
54	Food stores.....	90	7,614	765	254	200	112	9,372	937
55 ex. 554	Automotive dealers.....	7	649	60	14	13	8	152	13
554	Gasoline service stations.....	21	1,897	201	73	64	22	1,950	415
56	Apparel, accessory stores.....	148	32,923	6,217	1,650	1,483	184	35,552	6,300
561, 567	Men's, boys' apparel stores, custom tailors ⁴	57	6,969	1,164	328	284	42	7,521	1,158
562, 563, 568	Women's clothing, specialty stores....	49	16,271	3,286	943	880	53	15,989	2,983
562	Ready-to-wear stores ⁵	28	15,284	3,105	869	820	25	15,259	2,864
565	Family clothing stores ⁵	5	(D)	(D)	(D)	(D)	2	(D)	(D)
566	Shoe stores.....	33	7,657	1,341	270	215	44	8,482	1,471
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	31	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	52	14,714	2,570	598	579	63	12,775	2,436
5712	Furniture stores ⁴	14	7,180	1,333	304	300	13	6,035	1,186
5713-15, 19	Other home furnishings stores ⁴	14	1,437	234	57	48	15	1,925	379
572, 573	Household appliance, radio, TV, music stores.....	24	6,097	1,003	237	231	31	4,791	871
58	Eating, drinking places.....	262	24,245	6,780	2,275	2,032	273	24,254	7,251
5812	Eating places.....	171	20,335	6,257	2,027	1,820	195	20,392	6,421
5813	Drinking places.....	91	3,910	523	248	212	78	3,862	830
591	Drug stores, proprietary stores.....	30	8,130	1,425	347	267	34	7,577	1,275
59 ex. 591	Other retail stores ⁶	219	26,195	3,667	1,021	903	241	24,200	3,599
592	Liquor stores.....	7	4,142	158	51	50	10	4,458	148
594	Book, stationery stores.....	9	1,071	268	73	61	12	1,335	335
595	Sporting goods, bicycle stores.....	8	2,659	411	97	83	9	2,470	412
597	Jewelry stores.....	58	8,929	1,413	314	278	59	8,676	1,323
5992	Florists.....	19	762	139	48	36	18	777	170
5996	Camera, photographic supply stores....	5	1,549	153	40	39	5	1,113	143
SELECTED SERVICES									
7011, 7012	Hotels.....	92	12,311	4,478	1,583	1,503	98	11,920	4,457
783	Motion picture theaters.....	11	2,408	582	191	178	11	2,620	578

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$2,187,000, of which \$1,490,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SEATTLE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	5,650	898,750	113,350	35,682	29,434	6,039	780,580	105,583
52	Lumber, building materials, hardware, farm equipment dealers.....	273	36,634	4,989	1,179	1,061	312	36,437	4,918
5251	Hardware stores.....	104	10,271	1,128	317	278	119	9,061	1,098
52 ex. 5251	Other.....	169	26,363	3,861	862	783	202	27,376	2,502
53 part ³	General merchandise group stores ³	147	172,729	27,194	9,656	7,743	171	134,327	25,020
531	Department stores.....	11	(D)	(D)	(D)	(D)	9	(D)	(D)
533	Limited price variety stores.....	62	12,900	2,368	1,019	644	91	11,853	2,300
539	Other general merchandise stores.....	54	(D)	(D)	(D)	(D)	71	(D)	930
54	Food stores.....	1,063	204,402	14,968	4,510	3,276	1,360	177,948	12,111
55 ex. 554	Automotive dealers.....	330	115,793	11,174	2,425	2,317	268	111,168	13,726
554	Gasoline service stations.....	645	48,749	4,508	1,496	1,142	641	46,144	4,789
56	Apparel, accessory stores.....	360	51,818	8,526	2,434	2,040	383	51,035	8,288
561, 567	Men's, boys' apparel stores, custom tailors.....	95	11,598	1,793	498	425	73	10,894	1,668
562, 563, 568	Women's clothing, specialty stores....	134	22,150	3,891	1,221	1,063	137	20,668	3,520
562	Ready-to-wear stores ⁵	81	20,061	3,576	1,092	965	75	18,893	3,284
565	Family clothing stores ⁵	19	4,699	731	209	173	16	2,545	445
566	Shoe stores.....	78	12,336	2,041	470	356	82	13,946	2,182
564, 569	Other apparel stores.....	20	745	70	36	23	59	2,798	473
57	Furniture, home furnishings, equipment stores.....	400	48,654	7,033	1,749	1,579	409	38,973	5,758
5712	Furniture stores ⁴	117	20,379	3,126	740	687	76	14,370	2,285
5713-15, 19	Other home furnishings stores ⁴	97	6,718	1,062	299	264	73	6,451	1,129
572, 573	Household appliance, radio, TV, music stores.....	186	21,557	2,845	710	628	190	16,822	2,344
58	Eating, drinking places.....	1,378	83,143	19,608	7,662	6,524	1,389	70,605	16,878
5812	Eating places.....	922	65,136	17,365	6,616	5,652	884	52,607	14,281
5813	Drinking places.....	456	18,007	2,243	1,046	872	505	17,998	2,597
591	Drug stores, proprietary stores.....	215	31,139	4,560	1,392	959	222	24,635	3,655
59 ex. 591	Other retail stores ⁶	839	105,689	10,790	3,179	2,793	884	89,308	10,440
592	Liquor stores.....	35	29,870	937	326	325	38	20,530	599
594	Book, stationery stores.....	35	4,243	739	262	176	32	5,225	1,098
595	Sporting goods, bicycle stores.....	62	5,191	666	182	159	72	4,976	656
597	Jewelry stores.....	116	10,764	1,689	398	348	118	10,353	1,601
5992	Florists.....	94	3,969	561	216	159	72	2,838	497
5996	Camera, photographic supply stores....	17	1,611	438	87	85	16	2,037	1,139
SELECTED SERVICES									
7011, 7012	Hotels.....	274	23,717	8,102	3,095	2,803	241	20,060	7,580
783	Motion picture theaters.....	43	5,188	1,209	571	501	41	6,403	1,354

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SEATTLE STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	9,543	1,377,762	160,051	50,643	41,241	9,151	1,092,377	134,940
52	Lumber, building materials, hardware, farm equipment dealers.....	568	71,607	8,883	2,177	1,915	545	63,424	8,001
5251	Hardware stores.....	202	18,645	2,013	593	504	189	16,148	1,845
52 ex. 5251	Other.....	366	52,962	6,870	1,584	1,411	356	47,276	6,156
53 part ³	General merchandise group stores ³	310	205,597	31,024	11,146	8,883	299	154,569	27,475
531	Department stores.....	17	165,540	25,907	8,935	7,376	14	124,169	23,054
533	Limited price variety stores.....	124	19,313	3,248	1,415	922	158	16,088	2,879
539	Other general merchandise stores.....	111	19,042	1,869	796	585	127	14,312	1,542
54	Food stores.....	1,747	363,782	26,162	7,792	5,557	2,017	274,631	18,511
55 ex. 554	Automotive dealers.....	557	188,768	18,268	3,942	3,739	444	165,144	19,325
554	Gasoline service stations.....	1,272	92,695	7,917	2,836	2,167	1,097	72,684	6,623
56	Apparel, accessory stores.....	537	65,605	10,163	3,046	2,485	530	60,381	9,350
561, 567	Men's, boys' apparel stores, custom tailors ⁴	123	13,775	2,058	568	474	91	12,393	1,868
562, 563, 568	Women's clothing, specialty stores....	195	26,574	4,426	1,440	1,236	197	23,726	3,863
562	Ready-to-wear stores ⁵	127	23,946	4,073	1,296	1,129	120	21,539	3,588
565	Family clothing stores ⁵	44	7,687	1,101	349	271	32	4,805	719
566	Shoe stores.....	125	15,786	2,444	616	455	107	15,686	2,399
564, 569	Other apparel stores.....	30	1,351	134	73	49	77	3,232	501
57	Furniture, home furnishings, equipment stores.....	692	69,580	9,603	2,451	2,215	611	53,440	7,411
5712	Furniture stores ⁴	220	30,065	4,385	1,051	975	121	20,812	3,020
5713-15, 19	Other home furnishings stores ⁴	246	20,003	2,879	749	694	98	7,962	1,390
572, 573	Household appliance, radio, TV, music stores.....	226	19,512	2,339	651	546	296	22,878	3,001
58	Eating, drinking places.....	2,128	115,630	26,252	10,752	8,874	2,006	90,911	20,635
5812	Eating places.....	1,423	88,730	22,993	9,234	7,652	1,263	65,576	17,228
5813	Drinking places.....	705	26,900	3,259	1,518	1,222	743	25,305	3,407
591	Drug stores, proprietary stores.....	357	49,321	6,967	2,043	1,490	320	33,998	4,858
59 ex. 591	Other retail stores ⁶	1,375	155,177	14,812	4,458	3,916	1,282	123,195	12,751
592	Liquor stores.....	79	39,463	1,309	458	453	71	27,939	836
594	Book, stationery stores.....	50	4,733	788	283	192	38	5,372	(D)
595	Sporting goods, bicycle stores.....	118	7,397	817	245	206	110	6,006	723
597	Jewelry stores.....	184	13,593	2,061	508	437	153	12,055	1,864
5992	Florists.....	140	4,492	556	215	156	97	3,437	559
5996	Camera, photographic supply stores....	23	4,048	487	103	96	23	2,410	266
SELECTED SERVICES									
7011, 7012	Hotels.....	332	24,775	8,342	3,200	2,874	252	20,310	7,639
783	Motion picture theaters.....	75	7,455	1,656	807	710	63	7,756	1,636

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SEATTLE, THE ENTIRE CITY, AND SEATTLE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	5.8	15.1	18.6	26.1	31.0
52	Lumber, building materials, hardware, farm equipment dealers.....	-2.9	0.5	0.8	12.9	13.6
5251	Hardware stores.....	-8.2	13.4	21.7	15.5	19.8
52 ex. 5251	Other.....	36.2	-3.7	-4.2	12.0	11.9
53 part ³	General merchandise group stores ³	12.7	28.6	63.3	33.0	63.0
531	Department stores.....	15.2	(D)	(D)	33.3	71.1
533	Limited price variety stores.....	-0.6	8.8	19.2	20.0	33.0
539	Other general merchandise stores.....	-49.5	(D)	(D)	33.0	46.7
54	Food stores.....	-18.8	14.9	16.7	32.5	34.3
55 ex. 554	Automotive dealers.....	327.0	4.2	3.7	14.3	14.0
554	Gasoline service stations.....	-2.7	5.6	6.0	27.5	28.4
56	Apparel, accessory stores.....	-7.4	1.5	22.0	8.7	31.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-7.3	6.5	37.2	11.2	39.7
562, 563, 568	Women's clothing, specialty stores.....	1.8	7.2	25.6	12.0	33.2
562	Ready-to-wear stores ⁵	0.2	6.2	31.5	11.2	37.9
565	Family clothing stores ⁵	(D)	84.6	(D)	60.0	(D)
566	Shoe stores.....	-9.7	-11.5	-14.4	0.6	12.8
564, 569	Other apparel stores.....	(D)	-73.4	(D)	-58.2	(D)
57	Furniture, home furnishings, equipment stores.....	15.2	24.8	29.6	30.2	34.9
5712	Furniture stores ⁴	19.0	41.8	58.4	44.5	54.9
5713-15, 19	Other home furnishings stores ⁴	-25.4	4.1	16.7	151.2	207.5
572, 573	Household appliance, radio, TV, music stores.....	27.3	28.1	28.5	-14.7	-25.8
58	Eating, drinking places.....	-0.1	17.8	27.1	27.2	37.1
5812	Eating places.....	-0.3	23.8	39.1	35.3	51.4
5813	Drinking places.....	1.2	0.1	-0.3	6.3	7.2
591	Drug stores, proprietary stores.....	7.3	26.4	34.9	45.1	55.9
59 ex. 591	Other retail stores ⁶	8.2	18.3	22.1	26.0	30.3
592	Liquor stores.....	-7.1	45.5	60.1	41.2	50.4
594	Book, stationery stores.....	-19.8	-18.8	-18.5	-11.9	-9.3
595	Sporting goods, bicycle stores.....	7.7	4.3	1.0	23.2	34.0
597	Jewelry stores.....	2.9	4.0	9.4	12.8	38.0
5992	Florists.....	-1.9	39.9	55.6	30.7	40.2
5996	Camera, photographic supply stores.....	39.2	-20.9	-93.3	68.0	92.7
	SELECTED SERVICES					
7011, 7012	Hotels.....	3.3	18.2	40.1	22.0	48.6
783	Motion picture theaters.....	7.9	-19.0	-37.6	-3.9	-9.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SEATTLE AND OF SEATTLE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	24.8	27.0	16.2	19.3
52	Lumber, building materials, hardware, farm equipment dealers...	7.6	7.9	3.9	4.5
5251	Hardware stores.....	22.5	27.8	12.4	15.6
52 ex. 5251	Other.....	1.8	1.2	0.9	0.7
53 part ³	General merchandise group stores ³	60.2	68.6	50.6	59.7
531	Department stores.....	(D)	(D)	58.4	67.6
533	Limited price variety stores.....	48.0	52.6	32.0	38.7
539	Other general merchandise stores.....	(D)	(D)	5.4	14.2
54	Food stores.....	3.7	5.3	2.1	3.4
55 ex. 554	Automotive dealers.....	0.6	0.1	0.3	0.1
554	Gasoline service stations.....	3.9	4.2	2.0	2.7
56	Apparel, accessory stores.....	63.5	69.7	49.0	58.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	60.1	69.0	50.6	60.7
562, 563, 568	Women's clothing, specialty stores.....	73.5	77.4	61.2	67.4
562	Ready-to-wear stores ⁵	76.2	80.8	63.8	70.8
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	62.1	60.8	48.5	54.1
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	30.2	32.8	21.1	23.9
5712	Furniture stores ⁴	35.2	42.0	23.9	29.0
5713-15, 19	Other home furnishings stores ⁴	21.4	29.8	7.2	24.2
572, 573	Household appliance, radio, TV, music stores.....	28.3	28.5	31.2	20.9
58	Eating, drinking places.....	29.2	34.4	21.0	26.7
5812	Eating places.....	31.2	38.8	22.9	31.1
5813	Drinking places.....	21.7	21.4	14.5	15.3
591	Drug stores, proprietary stores.....	26.1	30.8	16.5	22.3
59 ex. 591	Other retail stores ⁶	24.8	27.1	16.9	19.6
592	Liquor stores.....	13.9	21.7	10.5	16.0
594	Book, stationery stores.....	25.2	25.6	22.6	24.9
595	Sporting goods, bicycle stores.....	51.2	49.6	35.9	41.1
597	Jewelry stores.....	83.0	78.0	65.7	72.0
5992	Florists.....	19.2	27.4	17.0	22.6
5996	Camera, photographic supply stores.....	96.2	54.6	38.3	46.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SEATTLE, THE ENTIRE CITY, AND SEATTLE STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.2	1.4	4.1	4.7	5.2	5.8
5251	Hardware stores.....	1.0	1.2	1.1	1.2	1.4	1.5
52 ex. 5251	Other.....	0.2	0.2	2.9	3.5	3.8	4.3
53 part ³	General merchandise group stores ³	46.6	43.7	19.2	17.2	14.9	14.2
531	Department stores.....	43.4	39.8	(D)	(D)	12.0	11.4
533	Limited price variety stores.....	2.8	3.0	1.4	1.5	1.4	1.5
539	Other general merchandise stores.....	0.4	0.9	(D)	(D)	1.4	1.3
54	Food stores.....	3.4	4.4	22.7	22.8	26.4	25.1
55 ex. 554	Automotive dealers.....	0.3	0.1	12.9	14.2	13.7	15.1
554	Gasoline service stations.....	0.9	0.9	5.4	5.9	6.7	6.7
56	Apparel, accessory stores.....	14.8	16.9	5.8	6.5	4.8	5.5
561, 567	Men's, boys' apparel stores, custom tailors.....	3.1	3.6	1.3	1.4	1.0	1.1
562, 563, 568	Women's clothing, specialty stores....	7.3	7.6	2.5	2.6	1.9	2.2
562	Ready-to-wear stores ²	6.9	7.2	2.2	2.4	1.7	2.0
565	Family clothing stores ²	(D)	(D)	0.5	0.3	0.6	0.4
566	Shoe stores.....	3.4	4.0	1.4	1.8	1.1	1.4
564, 569	Other apparel stores.....	(D)	(D)	0.1	0.4	0.1	0.3
57	Furniture, home furnishings, equipment stores.....	6.6	6.1	5.4	5.0	5.1	4.9
5712	Furniture stores ⁴	3.2	2.9	2.3	1.8	2.2	1.9
5713-15, 19	Other home furnishings stores ⁴	0.6	0.9	0.7	0.8	1.5	0.7
572, 573	Household appliance, radio, TV, music stores.....	2.7	2.3	2.4	2.2	1.4	2.1
58	Eating, drinking places.....	10.9	11.5	9.3	9.1	8.4	8.3
5812	Eating places.....	9.1	9.7	7.2	6.7	6.4	6.0
5813	Drinking places.....	1.8	1.8	2.0	2.3	2.0	2.3
591	Drug stores, proprietary stores.....	3.6	3.5	3.5	3.2	3.6	3.1
59 ex. 591	Other retail stores ⁶	11.7	11.5	11.8	11.4	11.3	11.3
592	Liquor stores.....	1.9	2.1	3.3	2.6	2.9	2.6
594	Book, stationery stores.....	0.5	0.6	0.5	0.7	0.3	0.5
595	Sporting goods, bicycle stores.....	1.2	1.2	0.6	0.6	0.5	0.5
597	Jewelry stores.....	4.0	4.1	1.2	1.3	1.0	1.1
5992	Florists.....	0.3	0.4	0.4	0.4	0.3	0.3
5996	Camera, photographic supply stores....	0.7	0.5	0.2	0.3	0.3	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SEATTLE STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned centers known as "Bellevue Square, Bel Lane, Bellevue Plaza, and Lakeside" and other stores in the area bounded by NE. 10th St., NE. 10th St. extended, 106th Ave. NE., 106th Ave. NE. extended, NE. Fourth St., 102d Ave. NE. (Bellevue)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	65	554	Gasoline service stations.....	5
	Sales.....(\$1,000)...	19,806	56	Apparel, accessory stores ²	8
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Number.....	23	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	6,915	562	Ready-to-wear stores ⁵
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	17	566	Shoe stores.....	3
52, 55 59 ex. 591	Sales.....(\$1,000)...	9,032	564, 569	Other apparel stores.....	2
	All other stores:		57	Furniture, home furnishings, equipment stores.....	6
	Number.....	25	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	3,859	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
Retail stores, total ³		65	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	6
	Hardware stores.....	3	5813	Drinking places.....	...
	Other.....	2	591	Drug stores, proprietary stores.....	5
	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	13
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	12	597	Jewelry stores.....	4
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

MRC No. 2.—Includes the planned center known as "Northgate Shopping Center" and other stores in the area bounded by East 110th St., Fifth Ave. NE., East 103rd Ave., and First Ave. NE. (Seattle)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	53	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	28,365	56	Apparel, accessory stores ²	20
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	4
53 part, ³ 56, 57	Number.....	11	562-3, 568	Women's clothing, specialty stores.....	10
	Sales.....(\$1,000)...	5,704	562	Ready-to-wear stores ⁵	8
	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	29	566	Shoe stores.....	5
52, 55 59 ex. 591	Sales.....(\$1,000)...	19,413	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	13	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	3,248	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
Retail stores, total ³		53	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	3
	Hardware stores.....	1	5813	Drinking places.....	...
	Other.....	1	591	Drug stores, proprietary stores.....	2
	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	9
531	Department stores.....	2	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	6	597	Jewelry stores.....	2
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SEATTLE, WASH., AREA

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Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SEATTLE STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "University Village" and other stores in the area bounded by Blakeley, 30th Ave. NE., Union Bay Pl., East 45th St., and rear property line of lots on west side of 25th Ave. NE. (Seattle)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	26	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	8,386	56	Apparel, accessory stores ²	6
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	5	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	2,898	562	Ready-to-wear stores ⁵	2
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	12	566	Shoe stores.....	2
	Sales.....(\$1,000)...	4,615	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
59 ex. 591	Number.....	9	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	873	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	26	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	1
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	2
54	Food stores.....	3	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

MRC No. 4.—Includes stores on Roosevelt Way from East 62d St. to East 67th St., and on East 65th St. from Ninth Ave. NE. to 12th Ave. NE. (Seattle)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	38	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	13,753	56	Apparel, accessory stores ²	5
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	13	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	3,760	562	Ready-to-wear stores ⁵	1
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵	1
56, 57	Number.....	11	566	Shoe stores.....	2
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
59 ex. 591	Number.....	14	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	38	58	Eating, drinking places.....	9
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	7
5251	Hardware stores.....	1	5813	Drinking places.....	2
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	8
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
54	Food stores.....	3	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.



CENTRAL BUSINESS DISTRICT STATISTICS

Shreveport, La., Area

1958
Census
of
Business

U. S. DEPARTMENT OF COMMERCE

Frederick H. Mueller, Secretary

Carl F. Oechsle, Asst. Secy. for Domestic Affairs

BUREAU OF THE CENSUS

Robert W. Burgess, Director



BUREAU OF THE CENSUS

ROBERT W. BURGESS, Director

A. ROSS ECKLER, Deputy Director
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MORRIS H. HANSEN, Assistant Director for Statistical Standards
LOWELL T. GALT, Assistant Director for Operations
WALTER L. KEHRES, Assistant Director for Administration
CALVERT L. DEDRICK, Chief, International Statistical
Programs Office
A. W. VON STRUVE, Acting Public Information Officer

BUSINESS DIVISION—

Harvey Kailin, Chief
Louis Greenberg, Assistant Chief
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ECONOMIC OPERATIONS DIVISION—

M. D. Bingham, Chief
Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Shreveport, La., Area—BC58-CBD81

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

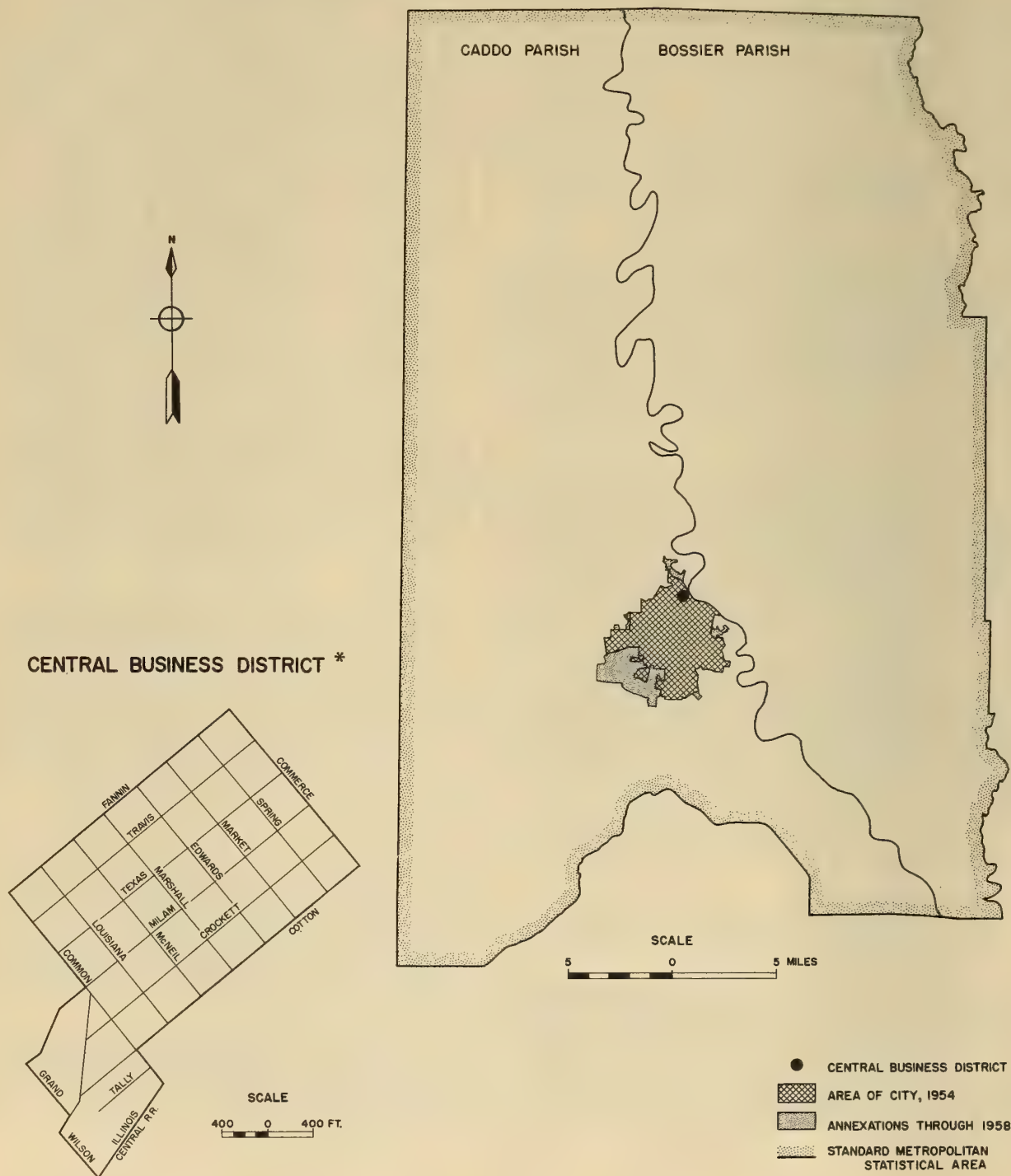
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

SHREVEPORT, LOUISIANA

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



*CONSISTS OF TRACT C-1

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SHREVEPORT

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	315	84,870	12,668	4,495	3,963	327	78,015	11,167
52	Lumber, building materials, hardware, farm equipment dealers.....	6	1,586	195	51	48	7	1,566	242
5251	Hardware stores.....	3	151	27	11	9	3	172	29
52 ex. 5251	Other.....	3	1,435	168	40	39	4	1,394	213
53 part ²	General merchandise group stores ^{2 3}	15	20,863	3,103	1,273	1,000	15	19,029	2,786
531	Department stores.....	4	17,296	2,603	962	771	4	16,331	2,377
533	Limited price variety stores.....	4	3,048	458	295	213	3	2,501	399
539	Other general merchandise stores.....	7	519	42	16	16	8	197	10
54	Food stores.....	11	1,904	203	85	62	14	2,354	197
55 ex. 554	Automotive dealers.....	19	16,983	1,875	398	392	18	17,434	1,944
554	Gasoline service stations.....	6	714	78	34	30	12	954	122
56	Apparel, accessory stores.....	83	21,653	3,366	1,259	1,122	91	17,246	2,637
561, 567	Men's, boys' apparel stores, custom tailors ⁴	15	2,725	410	112	104	18	3,719	568
562, 563, 568	Women's clothing, specialty stores....	27	7,270	1,082	478	422	34	5,920	900
562	Ready-to-wear stores ⁵	19	6,568	987	425	380	20	5,370	821
565	Family clothing stores ⁵	15	7,968	1,352	481	460	10	3,485	550
566	Shoe stores.....	26	3,690	522	188	136	24	3,852	586
564, 569	Other apparel stores.....	5	270	33
57	Furniture, home furnishings, equipment stores.....	36	7,242	1,338	358	353	23	5,971	1,043
5712	Furniture stores ⁴	19	4,715	997	251	249	16	4,207	807
5713-15, 19	Other home furnishings stores ⁴	1	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	17	2,527	341	107	104	6	(D)	(D)
58	Eating, drinking places.....	66	3,727	834	511	473	52	3,411	708
5812	Eating places.....	52	3,062	750	467	430	37	2,597	620
5813	Drinking places.....	14	665	84	44	43	15	814	88
591	Drug stores, proprietary stores.....	8	1,970	303	113	98	10	1,717	262
59 ex. 591	Other retail stores ⁶	65	8,228	1,373	414	385	85	8,333	1,226
592	Liquor stores.....	5	(D)	(D)	(D)	(D)	5	806	71
594	Book, stationery stores.....	3	165	11	6	6	5	(D)	(D)
595	Sporting goods, bicycle stores.....	1	(D)	(D)	(D)	(D)	3	(D)	50
597	Jewelry stores.....	19	2,620	462	139	134	26	3,246	576
5992	Florists.....	4	(D)	(D)	(D)	(D)	3	220	36
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	19	2,396	777	543	541	16	2,368	798
783	Motion picture theaters.....	4	(D)	(D)	(D)	(D)	5	1,156	179

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$886,000 of which \$275,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SHREVEPORT

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,551	230,685	27,692	10,517	9,186	1,541	200,310	23,199
52	Lumber, building materials, hardware, farm equipment dealers.....	66	15,796	1,938	518	478	54	14,149	1,795
5251	Hardware stores.....	17	(D)	(D)	(D)	(D)	11	(D)	(D)
52 ex. 5251	Other.....	49	(D)	(D)	(D)	(D)	43	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	50	24,620	3,554	1,510	1,207	49	22,330	3,223
531	Department stores.....	4	17,296	2,603	962	771	4	16,331	2,377
533	Limited price variety stores.....	17	(D)	(D)	(D)	(D)	9	3,074	477
539	Other general merchandise stores.....	29	(D)	(D)	(D)	(D)	36	2,925	369
54	Food stores.....	316	48,655	3,258	1,349	995	372	44,638	3,191
55 ex. 554	Automotive dealers.....	91	44,208	4,613	944	921	72	38,014	3,493
554	Gasoline service stations.....	202	14,558	1,342	572	546	170	11,530	1,163
56	Apparel, accessory stores.....	145	26,845	3,955	1,537	1,365	153	20,521	2,957
561, 567	Men's, boys' apparel stores, custom tailors ⁴	18	2,983	435	121	111	21	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	47	(D)	1,320	590	531	66	(D)	(D)
562	Ready-to-wear stores ⁵	30	7,741	1,152	490	443	34	(D)	(D)
565	Family clothing stores ⁵	30	(D)	(D)	(D)	(D)	16	3,957	605
566	Shoe stores.....	40	4,111	562	208	152	33	(D)	(D)
564, 569	Other apparel stores.....	10	(D)	(D)	(D)	(D)	13	586	59
57	Furniture, home furnishings, equipment stores.....	126	15,714	2,677	832	802	97	12,374	1,866
5712	Furniture stores ⁴	61	10,418	1,974	618	601	41	8,192	1,374
5713-15, 19	Other home furnishings stores ⁴	17	(D)	(D)	(D)	(D)	30	1,186	146
572, 573	Household appliance, radio, TV, music stores.....	48	(D)	(D)	(D)	(D)	26	2,996	346
58	Eating, drinking places.....	255	12,619	2,534	1,780	1,505	247	11,776	2,153
5812	Eating places.....	197	10,504	2,335	1,495	1,394	157	8,184	1,792
5813	Drinking places.....	58	2,115	199	285	111	90	3,592	361
591	Drug stores, proprietary stores.....	64	8,992	1,389	580	535	60	7,182	1,087
59 ex. 591	Other retail stores ⁶	236	18,678	2,432	895	832	267	17,796	2,271
592	Liquor stores.....	53	4,346	239	157	154	54	(D)	(D)
594	Book, stationery stores.....	5	(D)	14	11	9	7	276	15
595	Sporting goods, bicycle stores.....	7	373	43	16	16	5	491	49
597	Jewelry stores.....	32	2,988	(D)	(D)	(D)	38	(D)	(D)
5992	Florists.....	31	853	128	58	54	19	618	99
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	30	(D)	1,092	729	715	24	(D)	(D)
783	Motion picture theaters.....	8	(D)	(D)	(D)	(D)	13	1,765	333

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SHREVEPORT STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,297	290,822	32,746	12,759	11,135	2,100	242,697	26,610
52	Lumber, building materials, hardware, farm equipment dealers.....	98	20,294	2,368	668	622	73	17,002	2,108
5251	Hardware stores.....	22	2,024	283	102	88	18	1,947	329
52 ex. 5251	Other.....	76	18,270	2,085	566	534	55	15,055	1,779
53 part ²	General merchandise group stores ^{2 3}	115	29,389	3,957	1,711	1,380	105	25,610	3,465
531	Department stores.....	4	17,296	2,603	962	771	4	16,331	2,377
533	Limited price variety stores.....	24	5,740	812	485	360	20	3,867	581
539	Other general merchandise stores.....	57	6,353	542	264	249	81	5,412	507
54	Food stores.....	534	67,225	4,267	1,787	1,326	565	58,074	4,032
55 ex. 554	Automotive dealers.....	138	57,246	5,732	1,241	1,173	100	48,069	4,232
554	Gasoline service stations.....	325	21,587	1,937	865	811	245	15,678	1,466
56	Apparel, accessory stores.....	165	28,490	4,125	1,615	1,424	164	21,345	3,052
561, 567	Men's, boys' apparel stores, custom tailors ⁴	25	3,446	478	138	124	23	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	51	9,263	1,348	605	546	67	7,952	1,108
562	Ready-to-wear stores ⁵	32	7,991	1,180	505	458	35	6,752	977
565	Family clothing stores ⁵	34	10,767	1,633	610	556	22	4,345	650
566	Shoe stores.....	42	4,300	587	220	158	34	4,290	636
564, 569	Other apparel stores.....	11	1,814	79	42	40	14	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	151	17,647	2,858	888	856	110	13,377	1,955
5712	Furniture stores ⁴	73	11,220	2,074	646	629	46	8,495	1,398
5713-15, 19	Other home furnishings stores ⁴	23	(D)	(D)	(D)	(D)	32	1,388	557
572, 573	Household appliance, radio, TV, music stores.....	55	(D)	(D)	(D)	(D)	32	3,494	387
58	Eating, drinking places.....	372	16,902	3,248	2,312	2,000	355	15,240	2,596
5812	Eating places.....	280	13,438	2,877	1,919	1,789	225	10,166	2,105
5813	Drinking places.....	92	3,464	371	393	211	128	5,004	491
591	Drug stores, proprietary stores.....	81	10,535	1,589	655	605	76	8,145	1,220
59 ex. 591	Other retail stores ⁶	318	21,507	2,665	1,017	938	307	20,157	2,484
592	Liquor stores.....	76	5,459	285	184	176	65	5,067	331
594	Book, stationery stores.....	7	261	14	11	9	7	276	15
595	Sporting goods, bicycle stores.....	13	590	67	27	25	10	(D)	(D)
597	Jewelry stores.....	37	3,127	531	168	159	40	3,838	679
5992	Florists.....	36	993	146	66	62	33	777	105
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	35	3,696	1,192	755	744	28	2,560	854
783	Motion picture theaters.....	16	(D)	(D)	(D)	(D)	23	2,214	441

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SHREVEPORT, THE ENTIRE CITY, AND SHREVEPORT STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro- politan statistical area	Standard metro- politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	8.8	15.2	19.2	19.8	35.2
52	Lumber, building materials, hardware, farm equipment dealers.....	1.2	11.6	12.4	19.4	24.7
5251	Hardware stores.....	-12.2	(D)	(D)	4.0	5.5
52 ex. 5251	Other.....	2.9	(D)	(D)	21.4	(D)
53 part ²	General merchandise group stores ² ³	9.6	10.3	13.8	14.8	29.6
531	Department stores.....	5.9	5.9	...	5.9	0.0
533	Limited price variety stores.....	21.9	(D)	(D)	48.4	97.1
539	Other general merchandise stores.....	26.3	(D)	(D)	17.4	11.9
54	Food stores.....	-19.1	9.0	10.6	15.8	17.2
55 ex. 554	Automotive dealers.....	-2.6	16.3	32.3	19.1	31.4
554	Gasoline service stations.....	-25.2	26.3	31.3	37.7	41.8
56	Apparel, accessory stores.....	25.6	30.8	58.5	33.5	66.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-26.7	(D)	(D)	(D)	(D)
562, 563, 568	Women's clothing, specialty stores.....	22.8	(D)	(D)	16.5	-1.9
562	Ready-to-wear stores ⁵	22.3	(D)	(D)	18.4	3.0
565	Family clothing stores ⁵	128.6	(D)	(D)	147.8	225.5
566	Shoe stores.....	-4.2	(D)	(D)	0.2	39.3
564, 569	Other apparel stores.....	...	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	21.3	27.0	32.3	31.9	40.5
5712	Furniture stores ⁴	12.1	2.1	33.0	32.1	51.7
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	46.6	(D)	(D)	62.2	77.5
58	Eating, drinking places.....	9.3	7.2	6.3	10.9	11.4
5812	Eating places.....	17.9	28.3	33.2	32.2	37.1
5813	Drinking places.....	-18.3	-41.0	-47.8	-30.8	-33.2
591	Drug stores, proprietary stores.....	14.7	25.2	28.5	29.3	33.2
59 ex. 591	Other retail stores ⁶	-1.3	5.0	10.4	6.7	12.3
592	Liquor stores.....	(D)	(D)	(D)	7.7	(D)
594	Book, stationery stores.....	(D)	(D)	(D)	-5.4	(D)
595	Sporting goods, bicycle stores.....	(D)	76.0	(D)	(D)	(D)
597	Jewelry stores.....	-19.3	(D)	(D)	-18.5	-14.4
5992	Florists.....	(D)	38.0	(D)	28.8	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	-55.2	(D)	(D)	(NA)	(NA)
783	Motion picture theaters.....	(D)	(NA)	(D)	(NA)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SHREVEPORT AND OF SHREVEPORT STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metro- politan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	36.8	38.9	29.2	32.1
52	Lumber, building materials, hardware, farm equipment dealers...	10.0	11.1	7.8	9.2
5251	Hardware stores.....	(D)	(D)	7.5	8.8
52 ex. 5251	Other.....	(D)	(D)	7.9	9.3
53 part ²	General merchandise group stores ^{2 3}	84.7	85.2	71.0	74.3
531	Department stores.....	100.0	100.0	100.0	100.0
533	Limited price variety stores.....	(D)	81.4	53.1	64.7
539	Other general merchandise stores.....	...	6.7	8.2	...
54	Food stores.....	3.9	5.3	2.8	4.1
55 ex. 554	Automotive dealers.....	38.4	45.9	29.7	36.3
554	Gasoline service stations.....	4.9	8.3	0.3	6.1
56	Apparel, accessory stores.....	80.7	84.0	76.0	80.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	91.4	(D)	79.1	(D)
562, 563, 568	Women's clothing, specialty stores.....	(D)	(D)	78.5	74.4
562	Ready-to-wear stores ⁵	84.8	(D)	82.2	79.5
565	Family clothing stores ⁵	(D)	88.1	74.0	80.2
566	Shoe stores.....	89.8	(D)	85.8	89.8
564, 569	Other apparel stores.....	(D)	46.1	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	46.1	48.3	41.0	44.6
5712	Furniture stores ⁴	45.0	51.4	42.0	49.5
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	(D)	(D)	(D)
58	Eating, drinking places.....	29.5	29.0	22.1	22.4
5812	Eating places.....	29.2	31.7	22.8	25.5
5813	Drinking places.....	31.4	22.7	19.2	16.3
591	Drug stores, proprietary stores.....	21.9	23.9	18.7	21.1
59 ex. 591	Other retail stores ⁶	44.1	46.8	38.3	41.3
592	Liquor stores.....	(D)	(D)	(D)	15.9
594	Book, stationery stores.....	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	87.7	(D)	83.8	84.6
5992	Florists.....	(D)	35.6	(D)	28.3
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SHREVEPORT, THE ENTIRE CITY, AND SHREVEPORT STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.9	2.0	6.8	7.1	7.0	7.0
5251	Hardware stores.....	0.2	0.2	(D)	(D)	0.7	0.8
52 ex. 5251	Other.....	1.7	1.8	(D)	(D)	6.3	6.2
53 part ²	General merchandise group stores ^{2 3}	24.6	24.3	10.7	11.1	10.1	10.6
531	Department stores.....	20.4	20.9	7.5	8.2	5.9	6.7
533	Limited price variety stores.....	3.6	3.2	(D)	1.5	2.0	1.6
539	Other general merchandise stores.....	0.7	0.2	(D)	1.5	2.2	2.2
54	Food stores.....	2.2	3.0	21.1	22.2	22.3	23.9
55 ex. 554	Automotive dealers.....	20.0	22.3	19.2	19.0	19.7	19.8
554	Gasoline service stations.....	0.1	1.2	6.3	5.8	7.4	6.5
56	Apparel, accessory stores.....	25.5	22.1	11.6	10.2	9.8	8.8
561, 567	Men's, boys' apparel stores, custom tailors.....	3.2	4.8	1.3	(D)	1.2	(D)
562, 563, 568	Women's clothing, specialty stores....	8.6	7.6	(D)	(D)	3.2	3.3
562	Ready-to-wear stores ⁵	7.7	6.9	3.4	(D)	2.7	2.8
565	Family clothing stores ⁵	9.4	4.5	(D)	2.0	3.7	1.8
566	Shoe Stores.....	5.3	4.9	1.8	(D)	1.5	1.8
564, 569	Other apparel stores.....	...	0.3	(D)	0.3	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	8.5	7.7	6.8	6.2	6.1	5.5
5712	Furniture stores.....	5.5	5.4	4.5	4.1	3.9	3.5
5713-15, 19	Other home furnishings stores.....	...	(D)	(D)	0.6	(D)	0.5
572, 573	Household appliance, radio, TV, music stores.....	2.9	(D)	(D)	1.5	1.9	1.4
58	Eating, drinking places.....	4.4	4.3	5.5	5.9	5.8	6.3
5812	Eating places.....	3.6	3.3	4.6	4.1	4.6	4.2
5813	Drinking places.....	0.8	1.0	0.9	1.8	1.2	2.1
591	Drug stores, proprietary stores.....	2.3	2.2	3.9	3.6	3.6	3.4
59 ex. 591	Other retail stores ⁶	9.7	10.6	8.1	8.9	7.4	8.3
592	Liquor stores.....	(D)	1.0	1.9	(D)	1.9	2.1
594	Book, stationery stores.....	(D)	(D)	(D)	0.1	0.1	0.1
595	Sporting goods, bicycle stores.....	(D)	(D)	0.2	0.2	0.2	(D)
597	Jewelry stores.....	3.1	4.2	1.3	(D)	1.1	1.6
5992	Florists.....	(D)	0.2	0.4	0.3	0.3	0.3
5996	Camera, photographic supply stores....	(D)	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).--Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).--Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).--Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).--Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).--Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).--Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).--Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).--Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).--Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).--Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

U. S. DEPARTMENT OF COMMERCE

Field Offices

All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

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Room 321, U. S. Post Office Bldg.

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Room 604, Volunteer Building
66 Luckie Street, N. W.

BOSTON 9, MASSACHUSETTS
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BUFFALO 3, NEW YORK
Room 504, Federal Building
117 Ellicott Street

CHARLESTON 4, SOUTH CAROLINA
Area 2
Sergeant Jasper Building
West End Broad Street

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Room 207, Majestic Building
16th Street and Capitol Avenue

CHICAGO 6, ILLINOIS
Room 1302
226 West Jackson Boulevard

CINCINNATI 2, OHIO
915 Fifth Third Bank Building
36 East Fourth Street

CLEVELAND 1, OHIO
4th Floor
Federal Reserve Bank Building
East Sixth St. and Superior Ave.

DALLAS 1, TEXAS
Room 3-104, Merchandise Mart
500 South Ervay Street

DENVER 2, COLORADO
Room 142, New Custom House
19th and Stout Streets

DETROIT 26, MICHIGAN
Room 438, Federal Building

GREENSBORO, NORTH CAROLINA
Room 407
U. S. Post Office Building

HOUSTON 2, TEXAS
Room 610, Scanlan Building
405 Main Street

JACKSONVILLE 1, FLORIDA
Room 425, Federal Building
311 West Monroe Street

KANSAS CITY 6, MISSOURI
Room 2011, 911 Walnut Street

LOS ANGELES 15, CALIFORNIA
Room 450
Western Pacific Building
1031 South Broadway

MEMPHIS 3, TENNESSEE
Room 212, Falls Building
22 North Front Street

MIAMI 32, FLORIDA
Room 316
U. S. Post Office Building
300 N. E. First Avenue

MINNEAPOLIS 1, MINNESOTA
Room 319, Metropolitan Building
2nd Avenue South and 3rd Street

NEW ORLEANS 12, LOUISIANA
Room 1508
Masonic Temple Building
333 St. Charles Avenue

NEW YORK 1, NEW YORK
61st Floor
Empire State Building
350 Fifth Avenue

PHILADELPHIA 7, PENNSYLVANIA
Jefferson Building
1015 Chestnut Street

PHOENIX, ARIZONA
Room 419, Ellis Building
137 North Second Avenue

PITTSBURGH 22, PENNSYLVANIA
Room 817, Fulton Building
107 Sixth Street

PORTLAND 4, OREGON
Room 217, Old U. S. Courthouse
520 S. W. Morrison Street

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1479 Wells Avenue

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Room 309, Parcel Post Building
11th and Main Streets

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1114 Market Street

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SAN FRANCISCO 11, CALIFORNIA
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555 Battery Street

SAVANNAH, GEORGIA
Room 235
U. S. Courthouse and Post Office Bldg.
125-29 Bull Street

SEATTLE 4, WASHINGTON
Room 809
Federal Office Building
909 First Avenue

For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

APR 12



CENTRAL BUSINESS DISTRICT STATISTICS

South Bend, Ind., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, South Bend, Ind., Area—BC58-CBD82

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

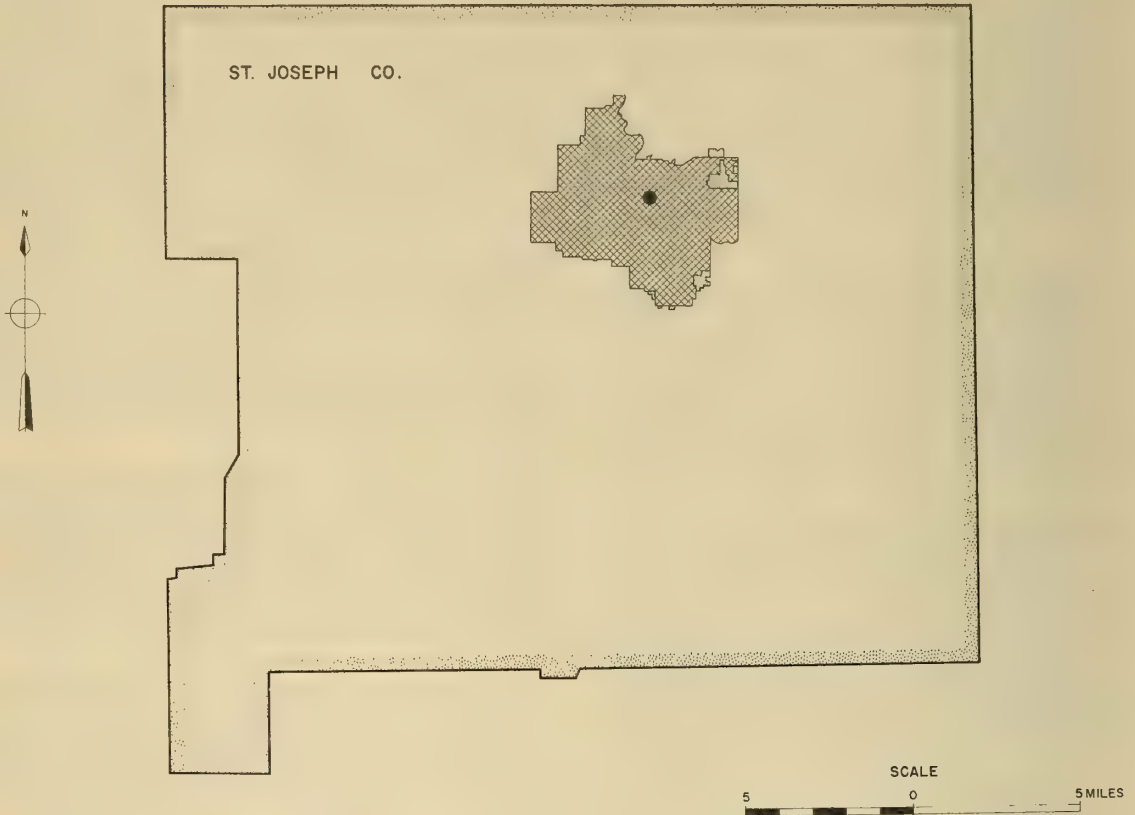
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

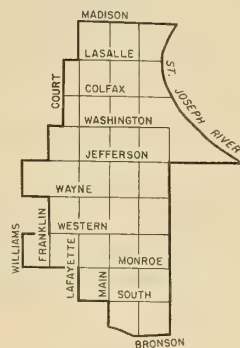
For explanation of procedures and definitions, see Appendix.

SOUTH BEND, IND.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1954
- ▤ ANNEXATIONS THROUGH 1958
- ▥ STANDARD METROPOLITAN STATISTICAL AREA

* CONSISTS OF TRACT SB-18

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SOUTH BEND

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ² (\$1,000)	Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ² (\$1,000)	Payroll, entire year (\$1,000)
					Total	Full workweek			
		(number)			(number)	(number)	(number)		
RETAIL STORES									
	Retail stores, total ³	297	95,424	14,952	4,709	3,986	320	100,202	16,186
52	Lumber, building materials, hardware, farm equipment dealers.....	9	1,739	320	83	80	9	1,927	413
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)	3	(D)	(D)
52 ex. 5251	Other.....	7	(D)	(D)	(D)	(D)	6	(D)	(D)
53 part ³	General merchandise group stores ³	14	32,754	5,815	1,906	1,560	16	30,687	5,518
531	Department stores.....	6	29,468	5,228	1,621	1,390	6	26,608	4,829
533	Limited price variety stores.....	4	3,133	558	262	150	5	3,190	539
539	Other general merchandise stores.....	4	153	29	23	20	5	889	150
54	Food stores.....	11	6,161	470	168	122	18	7,760	595
55 ex. 554	Automotive dealers.....	20	20,422	2,322	508	496	18	26,850	3,082
554	Gasoline service stations.....	6	550	51	20	14	10	1,110	147
56	Apparel, accessory stores.....	69	11,021	1,871	686	531	95	13,039	2,184
561, 567	Men's, boys' apparel stores, custom tailors ⁴	12	2,416	461	137	107	12	2,731	540
562, 563, 568	Women's clothing, specialty stores....	31	5,437	989	391	317	41	(D)	(D)
562	Ready-to-wear stores ⁵	13	4,505	827	315	268	18	5,096	846
565	Family clothing stores ⁵	4	(D)	(D)	(D)	(D)	5	747	100
566	Shoe stores.....	20	2,153	282	98	59	24	2,500	370
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	11	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	30	9,727	1,705	464	404	29	7,418	1,714
5712	Furniture stores ⁴	6	6,121	1,134	265	256	11	3,710	738
5713-15, 19	Other home furnishings stores ⁴	8	1,608	252	87	68	6	1,094	445
572, 573	Household appliance, radio, TV, music stores.....	16	1,998	319	112	80	12	2,614	531
58	Eating, drinking places.....	55	3,847	998	453	417	58	4,740	1,237
5812	Eating places.....	36	2,998	859	395	362	40	3,436	1,005
5813	Drinking places.....	19	849	139	58	55	18	1,304	232
591	Drug stores, proprietary stores.....	8	3,289	457	119	110	9	1,968	417
59 ex. 591	Other retail stores ⁶	75	5,914	943	302	252	58	4,703	879
592	Liquor stores.....	3	104	3	1	1	1	(D)	(D)
594	Book, stationery stores.....	4	745	188	37	31	5	(D)	(D)
595	Sporting goods, bicycle stores.....	4	410	55	19	18	4	420	71
597	Jewelry stores.....	19	1,241	225	65	60	19	1,413	260
5992	Florists.....	3	179	27	9	8	3	181	29
5996	Camera, photographic supply stores....	3	1,073	121	41	39	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	9	2,227	827	330	295	12	2,239	824
783	Motion picture theaters.....	5	765	205	96	96	5	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,475,000, of which \$1,165,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SOUTH BEND

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,326	198,344	25,752	8,513	7,081	1,317	184,230	25,140
52	Lumber, building materials, hardware, farm equipment dealers.....	87	12,325	1,807	461	418	73	10,376	2,271
5251	Hardware stores.....	20	1,692	248	70	69	24	(D)	(D)
52 ex. 5251	Other.....	67	10,633	1,559	391	349	49	(D)	(D)
53 part ³	General merchandise group stores ³	40	34,185	5,947	1,971	1,610	42	31,812	5,625
531	Department stores.....	6	29,468	5,288	1,621	1,390	6	26,608	4,829
533	Limited price variety stores.....	20	4,027	655	311	190	17	3,672	599
539	Other general merchandise stores.....	14	690	4	39	30	19	1,532	197
54	Food stores.....	228	42,783	2,666	983	723	274	39,259	2,469
55 ex. 554	Automotive dealers.....	66	30,251	3,225	762	746	47	31,173	3,357
554	Gasoline service stations.....	170	12,255	1,141	435	333	159	10,685	1,045
56	Apparel, accessory stores.....	95	16,455	2,744	892	712	112	16,618	2,742
561, 567	Men's, boys' apparel stores, custom tailors.....	16	6,731	1,164	310	258	16	5,817	1,034
562, 563, 568	Women's clothing, specialty stores....	37	5,964	1,077	400	326	42	5,986	981
562	Ready-to-wear stores ⁵	15	4,561	833	317	270	18	5,096	846
565	Family clothing stores ⁵	12	(D)	(D)	(D)	(D)	9	895	109
566	Shoe stores.....	24	2,263	322	104	63	27	2,724	418
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	14	1,004	200
57	Furniture, home furnishings, equipment stores.....	104	15,266	2,649	672	594	91	13,053	2,556
5712	Furniture stores ⁴	30	7,799	1,374	326	307	26	5,787	1,116
5713-15, 19	Other home furnishings stores ⁴	27	2,264	337	114	88	13	1,714	538
572, 573	Household appliance, radio, TV, music stores.....	47	5,203	938	232	199	44	5,342	902
58	Eating, drinking places.....	273	14,006	2,917	1,454	1,246	278	13,833	2,607
5812	Eating places.....	164	9,629	2,370	1,200	1,050	145	7,877	1,819
5813	Drinking places.....	109	4,377	547	254	196	133	5,956	788
591	Drug stores, proprietary stores.....	47	8,006	1,040	359	274	47	6,251	947
59 ex. 591	Other retail stores ⁶	216	12,812	1,616	524	425	194	11,170	1,521
592	Liquor stores.....	42	2,221	(D)	(D)	(D)	38	(D)	(D)
594	Book, stationery stores.....	5	(D)	192	38	32	5	(D)	(D)
595	Sporting goods, bicycle stores.....	13	514	55	20	19	11	509	75
597	Jewelry stores.....	28	1,306	234	68	63	24	1,462	260
5992	Florists.....	20	544	56	28	19	19	644	81
5996	Camera, photographic supply stores....	6	1,285	153	48	46	7	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	22	2,457	(D)	(D)	(D)	19	(D)	(D)
783	Motion picture theaters.....	9	(D)	(D)	(D)	(D)	10	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SOUTH BEND STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,006	269,227	32,869	11,340	9,421	1,936	247,394	31,351
52	Lumber, building materials, hardware, farm equipment dealers.....	158	20,970	2,997	738	679	122	19,097	3,610
5251	Hardware stores.....	33	2,362	331	98	92	30	1,545	185
52 ex. 5251	Other.....	125	18,608	2,666	640	587	92	17,552	3,425
53 part ³	General merchandise group stores ³	55	35,602	6,160	2,071	1,680	61	33,376	5,842
531	Department stores.....	6	29,468	5,228	1,621	1,390	6	26,608	4,829
533	Limited price variety stores.....	27	4,772	771	368	229	24	4,785	802
539	Other general merchandise stores.....	16	(D)	161	82	61	31	1,983	211
54	Food stores.....	343	61,175	3,700	1,403	1,035	410	54,225	3,303
55 ex. 554	Automotive dealers.....	105	46,059	4,696	1,384	1,358	85	47,114	4,676
554	Gasoline service stations.....	289	20,342	1,752	691	539	253	16,334	1,453
56	Apparel, accessory stores.....	123	18,818	3,079	1,036	815	138	18,250	2,952
561, 567	Men's, boys' apparel stores, custom tailors ⁴	20	7,073	1,207	332	275	22	6,220	1,077
562, 563, 568	Women's clothing, specialty stores....	51	6,906	1,224	463	368	50	6,527	1,029
562	Ready-to-wear stores ⁵	23	5,122	933	359	299	23	5,339	864
565	Family clothing stores ⁵	14	1,675	188	88	68	9	895	109
566	Shoe stores.....	28	2,674	391	123	76	33	3,084	492
564, 569	Other apparel stores.....	6	490	69	30	28	18	1,276	245
57	Furniture, home furnishings, equipment stores.....	152	17,476	2,908	744	659	128	15,785	2,910
5712	Furniture stores ⁴	42	8,785	1,489	353	332	36	7,143	1,304
5713-15, 19	Other home furnishings stores ⁴	30	2,372	357	120	93	18	1,946	572
572, 573	Household appliance, radio, TV, music stores.....	80	6,319	1,062	271	234	62	6,410	1,034
58	Eating, drinking places.....	409	20,105	4,077	2,105	1,721	401	19,376	3,506
5812	Eating places.....	254	13,861	3,342	1,765	1,466	218	11,145	2,500
5813	Drinking places.....	155	6,244	735	340	255	179	8,193	1,006
591	Drug stores, proprietary stores.....	73	10,124	1,256	460	343	71	7,971	1,141
59 ex. 591	Other retail stores ⁶	299	18,556	2,244	708	592	267	15,866	1,958
592	Liquor stores.....	52	2,393	115	48	29	43	1,786	57
594	Book, stationery stores.....	7	816	192	38	32	5	(D)	(D)
595	Sporting goods, bicycle stores.....	21	981	92	37	32	19	(D)	(D)
597	Jewelry stores.....	39	1,530	258	76	71	31	1,661	282
5992	Florists.....	28	786	98	45	31	22	770	95
5996	Camera, photographic supply stores....	8	1,435	167	54	52	8	935	154
SELECTED SERVICES									
7011, 7012	Hotels.....	30	2,548	913	374	334	19	(D)	(D)
783	Motion picture theaters.....	12	1,266	352	152	136	13	2,056	465

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SOUTH BEND, THE ENTIRE CITY, AND SOUTH BEND STANDARD METROPOLITAN AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-4.8	7.3	22.5	8.8	18.1
52	Lumber, building materials, hardware, farm equipment dealers.....	-9.8	18.8	25.3	9.8	12.0
5251	Hardware stores.....	(D)	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	6.7	7.5	27.2	6.7	5.9
531	Department stores.....	10.7	10.7
533	Limited price variety stores.....	-1.8	10.0	85.5	-0.3	2.8
539	Other general merchandise stores.....	-82.8	-55.0	-16.5	(D)	(D)
54	Food stores.....	-20.6	9.0	16.3	12.8	18.4
55 ex. 554	Automotive dealers.....	-24.0	-3.0	127.4	-2.2	26.5
554	Gasoline service stations.....	-50.5	14.7	22.2	24.5	30.0
56	Apparel, accessory stores.....	-15.5	-1.0	51.8	3.1	49.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-11.6	15.7	39.8	13.7	33.4
562, 563, 568	Women's clothing, specialty stores.....	(D)	-0.4	(D)	5.8	(D)
562	Ready-to-wear stores ⁵	-11.6	-10.5	(D)	-4.1	(D)
565	Family clothing stores ⁵	(D)	(D)	(D)	87.2	(D)
566	Shoe stores.....	-13.9	-16.9	-50.9	-13.3	-10.8
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	31.1	17.0	-1.7	10.7	-7.4
5712	Furniture stores ⁴	65.0	34.8	-19.2	23.0	-22.4
5713-15, 19	Other home furnishings stores ⁴	47.0	32.1	5.8	21.9	-10.3
572, 573	Household appliance, radio, TV, music stores.....	-23.6	-2.6	17.5	-1.4	13.8
58	Eating, drinking places.....	-18.8	1.3	11.7	3.8	11.1
5812	Eating places.....	-12.8	22.2	49.3	24.4	40.9
5813	Drinking places.....	-34.9	-26.5	-24.2	-23.8	-21.7
591	Drug stores, proprietary stores.....	67.1	28.1	10.1	27.0	13.9
59 ex. 591	Other retail stores ⁶	25.7	14.7	6.7	17.0	13.2
592	Liquor stores.....	(D)	(D)	(D)	34.0	(D)
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	-2.4	1.0	16.9	(D)	(D)
597	Jewelry stores.....	-12.2	-10.7	32.7	-7.9	16.5
5992	Florists.....	-1.1	-15.5	-21.2	2.1	3.1
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	53.4	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	-0.6	(D)	(D)	(NA)	(D)
783	Motion picture theaters.....	(D)	(D)	(D)	(NA)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SOUTH BEND AND OF SOUTH BEND STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	48.1	54.4	35.4	40.5
52	Lumber, building materials, hardware, farm equipment dealers...	14.1	18.6	8.3	10.1
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	95.8	96.5	92.0	91.9
531	Department stores.....	(NA)	(NA)	...	(D)
533	Limited price variety stores.....	77.9	86.9	65.7	66.7
539	Other general merchandise stores.....	22.2	58.0	(D)	44.8
54	Food stores.....	14.4	19.8	10.1	14.3
55 ex. 554	Automotive dealers.....	67.5	86.1	44.3	57.0
554	Gasoline service stations.....	4.5	10.4	2.7	6.8
56	Apparel, accessory stores.....	67.0	78.4	58.6	71.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	35.9	46.9	34.2	43.9
562, 563, 568	Women's clothing, specialty stores.....	91.2	(D)	78.7	(D)
562	Ready-to-wear stores ⁵	98.8	(D)	88.0	95.4
565	Family clothing stores ⁵	(D)	83.4	(D)	83.5
566	Shoe stores.....	95.1	91.8	80.5	81.1
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	63.7	56.8	55.7	47.0
5712	Furniture stores ⁴	78.4	64.1	69.7	51.9
5713-15, 19	Other home furnishings stores ⁴	71.0	63.8	67.8	56.2
572, 573	Household appliance, radio, TV, music stores.....	38.4	48.9	31.6	40.8
58	Eating, drinking places.....	27.5	34.3	19.1	24.5
5812	Eating places.....	31.1	43.6	21.6	30.8
5813	Drinking places.....	19.4	21.9	13.6	15.9
591	Drug stores, proprietary stores.....	41.1	31.5	32.5	24.7
59 ex. 591	Other retail stores ⁶	46.2	42.1	31.9	29.6
592	Liquor stores.....	4.7	(D)	4.3	(D)
594	Book, stationery stores.....	(D)	(D)	91.3	(D)
595	Sporting goods, bicycle stores.....	79.8	82.5	41.8	(D)
597	Jewelry stores.....	95.0	96.6	81.1	85.1
5992	Florists.....	32.9	28.1	22.8	23.5
5996	Camera, photographic supply stores.....	83.5	(D)	74.8	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SOUTH BEND, THE ENTIRE CITY, AND SOUTH BEND STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.8	1.9	6.2	5.6	7.8	7.7
5251	Hardware stores.....	(D)	(D)	0.8	(D)	0.9	0.6
52 ex. 5251	Other.....	(D)	(D)	5.4	(D)	6.9	7.1
53 part ³	General merchandise group stores ³	34.3	30.6	17.2	17.2	13.2	13.5
531	Department stores.....	30.9	26.5	14.9	14.4	10.9	10.7
533	Limited price variety stores.....	3.3	3.2	2.0	2.0	1.8	1.9
539	Other general merchandise stores.....	0.1	0.9	0.3	0.8	(D)	0.9
54	Food stores.....	6.5	7.7	21.6	21.3	22.7	21.9
55 ex. 554	Automotive dealers.....	21.6	26.8	15.3	16.9	17.1	19.1
554	Gasoline service stations.....	0.6	1.2	6.2	5.8	7.6	6.6
56	Apparel, accessory stores.....	11.5	13.0	8.2	9.0	7.0	7.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.5	2.7	3.4	3.2	2.6	2.5
562, 563, 568	Women's clothing, specialty stores.....	5.7	(D)	3.0	3.3	2.6	2.7
562	Ready-to-wear stores ⁵	4.7	5.1	2.3	2.8	1.9	2.2
565	Family clothing stores ⁵	(D)	0.7	(D)	0.5	0.6	0.4
566	Shoe stores.....	2.3	2.5	1.1	1.5	1.0	1.2
564, 569	Other apparel stores.....	(D)	(D)	(D)	0.5	0.2	0.6
57	Furniture, home furnishings, equipment stores.....	10.2	7.4	7.7	7.1	6.4	6.4
5712	Furniture stores ⁴	6.4	3.7	3.9	3.1	3.3	2.9
5713-15, 19	Other home furnishings stores ⁴	1.7	1.1	1.2	0.9	0.9	0.9
572, 573	Household appliance, radio, TV, music stores.....	2.1	2.6	2.6	2.9	2.2	2.6
58	Eating, drinking places.....	4.0	4.7	7.1	7.5	7.5	7.8
5812	Eating places.....	3.1	3.4	4.9	4.3	5.2	4.5
5813	Drinking places.....	0.9	1.3	2.2	3.2	2.3	3.3
591	Drug stores, proprietary stores.....	3.4	2.0	4.0	3.4	3.8	3.2
59 ex. 591	Other retail stores ⁶	6.2	4.7	6.5	6.2	6.9	6.4
592	Liquor stores.....	0.1	(D)	1.1	(D)	0.9	0.7
594	Book, stationery stores.....	0.8	(D)	(D)	(D)	0.3	(D)
595	Sporting goods, bicycle stores.....	0.4	0.4	0.3	0.3	0.4	(D)
597	Jewelry stores.....	1.3	1.4	0.7	0.8	0.6	0.6
5992	Florists.....	0.2	0.2	0.3	0.3	0.3	0.3
5996	Camera, photographic supply stores....	1.1	(D)	0.6	(D)	0.5	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

DEPARTMENT OF COMMERCE

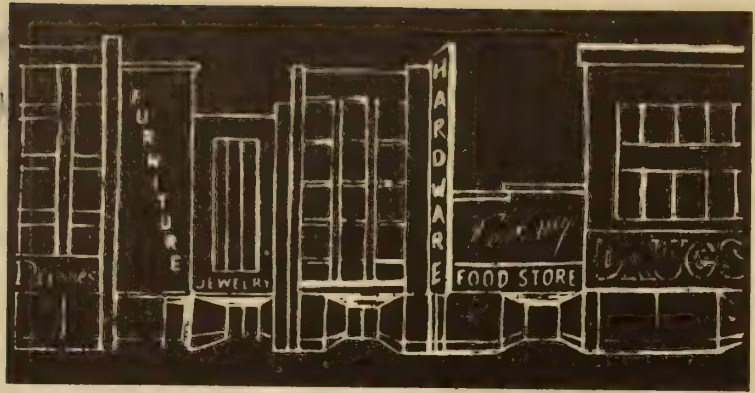
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CENTRAL BUSINESS DISTRICT STATISTICS

Spokane, Wash., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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ELECTRONIC SYSTEMS DIVISION—

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GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Spokane, Wash., Area—BC58-CBD83
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

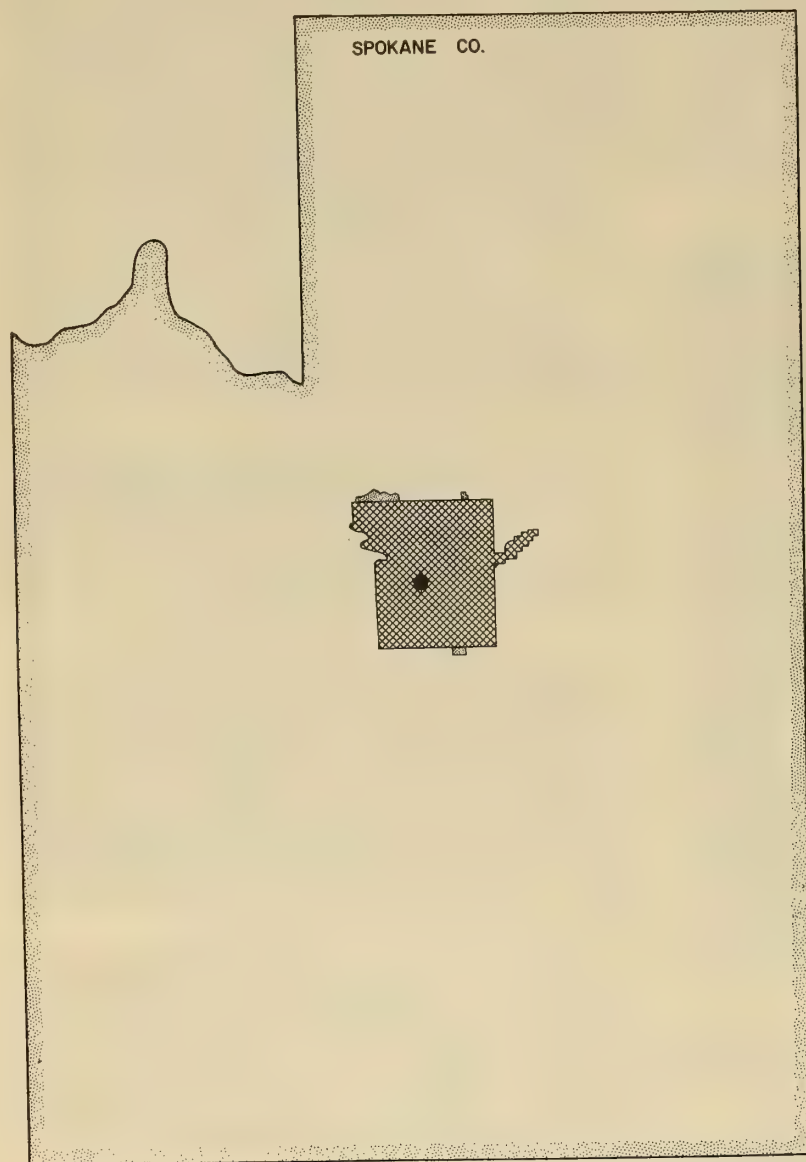
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

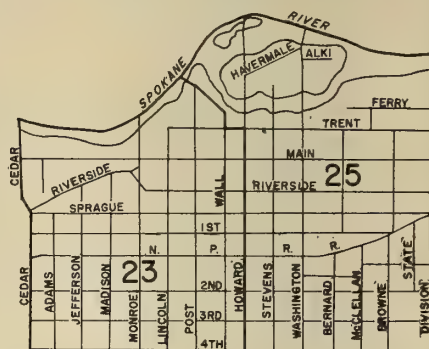
For explanation of procedures and definitions, see Appendix.

SPOKANE, WASH.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1954
- ▨ ANNEXATIONS THROUGH 1958
- ▨ STANDARD METROPOLITAN STATISTICAL AREA
- 23 TRACT NUMBER

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SPOKANE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	554	137,710	20,482	6,775	5,844	633	134,574	19,292
52	Lumber, building materials, hardware, farm equipment dealers.....	12	2,050	309	133	122	17	1,445	144
5251	Hardware stores.....	3	(D)	(D)	(D)	(D)	1	(D)	(D)
52 ex. 5251	Other.....	9	1,924	288	127	116	16	(D)	(D)
53 part ³	General merchandise group stores ³	15	48,095	7,891	2,735	2,234	13	42,557	6,573
531	Department stores.....	5	42,183	6,832	2,225	1,922	5	37,149	5,650
533	Limited price variety stores.....	5	5,450	1,003	487	289	5	5,152	906
539	Other general merchandise stores.....	5	462	56	23	23	3	256	17
54	Food stores.....	39	3,817	276	107	91	52	4,418	377
55 ex. 554	Automotive dealers.....	31	34,036	3,968	1,035	989	36	33,875	4,104
554	Gasoline service stations.....	30	2,337	281	92	73	23	2,038	313
56	Apparel, accessory stores.....	88	13,172	2,108	687	590	110	14,606	2,219
561, 567	Men's, boys' apparel stores, custom tailors ⁴	32	3,072	543	139	115	24	4,090	643
562, 563, 568	Women's clothing, specialty stores....	31	6,032	984	353	316	33	6,145	941
562	Ready-to-wear stores ⁵	20	5,396	892	305	278	17	5,006	772
565	Family clothing stores ⁵	1	(D)	(D)	(D)	(D)	2	(D)	(D)
566	Shoe stores.....	22	3,340	481	144	111	32	3,007	416
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	15	771	(D)
57	Furniture, home furnishings, equipment stores.....	50	8,575	1,411	329	298	56	8,040	1,214
5712	Furniture stores ⁴	15	4,914	779	158	146	14	3,759	529
5713-15, 19	Other home furnishings stores ⁴	14	806	152	42	38	12	859	181
572, 573	Household appliance, radio, TV, music stores.....	21	2,855	474	129	114	28	3,398	504
58	Eating, drinking places.....	158	7,917	1,873	881	765	180	10,030	2,373
5812	Eating places.....	86	5,202	1,524	693	610	97	6,870	1,847
5813	Drinking places.....	72	2,715	349	188	155	83	3,170	526
591	Drug stores, proprietary stores.....	20	5,804	752	202	178	22	5,178	657
59 ex. 591	Other retail stores ⁶	111	11,907	1,613	574	504	124	12,387	1,318
592	Liquor stores.....	6	(D)	(D)	(D)	(D)	3	(D)	(D)
594	Book, stationery stores.....	8	391	63	22	20	6	224	21
595	Sporting goods, bicycle stores.....	9	1,373	187	132	120	12	1,629	300
597	Jewelry stores.....	17	3,353	526	161	148	24	3,020	429
5992	Florists.....	8	564	109	39	33	10	455	65
5996	Camera, photographic supply stores....	3	282	26	7	6	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	81	8,642	3,104	1,384	1,240	78	7,499	2,813
783	Motion picture theaters.....	8	791	209	75	65	8	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$954,000, of which \$410,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

SPOKANE, WASH., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SPOKANE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,863	300,782	35,825	12,004	10,052	1,877	265,474	(D)
52	Lumber, building materials, hardware, farm equipment dealers.....	108	16,482	2,057	580	513	95	13,221	1,361
5251	Hardware stores.....	29	4,506	478	142	131	25	2,268	220
52 ex. 5251	Other.....	79	11,976	1,579	438	382	70	10,953	1,141
53 part ³	General merchandise group stores ³	47	51,524	8,307	2,946	2,405	42	45,836	6,954
531	Department stores.....	5	42,183	6,832	2,225	1,922	5	37,149	5,650
533	Limited price variety stores.....	23	7,499	1,308	641	408	29	6,306	1,055
539	Other general merchandise stores.....	17	1,802	167	80	75	8	2,381	249
54	Food stores.....	303	74,371	5,324	1,733	1,262	369	58,966	3,732
55 ex. 554	Automotive dealers.....	111	49,712	5,150	1,323	1,269	115	42,919	4,758
554	Gasoline service stations.....	312	17,805	1,503	585	440	244	13,791	1,283
56	Apparel, accessory stores.....	129	16,222	2,433	784	677	137	15,756	2,316
561, 567	Men's, boys' apparel stores, custom tailors.....	39	(D)	(D)	(D)	(D)	25	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	46	6,474	1,025	366	332	44	6,473	971
562	Ready-to-wear stores ⁵	21	(D)	(D)	(D)	(D)	22	(D)	(D)
565	Family clothing stores ⁵	6	1,980	238	82	73	5	738	121
566	Shoe stores.....	30	(D)	(D)	(D)	(D)	41	(D)	(D)
564, 569	Other apparel stores.....	4	317	45	17	15	20	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	129	15,104	2,257	553	502	144	16,056	2,255
5712	Furniture stores ⁴	41	7,777	1,171	247	221	25	6,992	928
5713-15, 19	Other home furnishings stores ⁴	25	1,713	279	71	66	21	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	60	5,614	807	235	215	78	7,322	(D)
58	Eating, drinking places.....	390	17,905	3,993	1,962	1,620	369	17,734	3,860
5812	Eating places.....	257	12,626	3,357	1,655	1,378	219	12,158	3,080
5813	Drinking places.....	133	5,279	636	307	242	150	5,576	780
591	Drug stores, proprietary stores.....	73	12,338	1,624	477	423	73	8,505	(D)
59 ex. 591	Other retail stores ⁶	261	29,319	3,177	1,061	941	289	32,690	4,019
592	Liquor stores.....	9	5,953	220	63	62	4	4,322	112
594	Book, stationery stores.....	11	631	72	26	23	9	(D)	(D)
595	Sporting goods, bicycle stores.....	19	1,526	209	143	131	24	1,976	311
597	Jewelry stores.....	36	3,434	(D)	(D)	(D)	39	3,235	(D)
5992	Florists.....	18	855	150	58	47	14	620	91
5996	Camera, photographic supply stores....	3	300	26	7	6	3	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	88	8,981	(D)	(D)	(D)	85	7,723	(D)
783	Motion picture theaters.....	10	925	(D)	(D)	(D)	10	1,618	333

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SPOKANE STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,311	350,867	40,207	13,317	11,165	2,286	305,791	34,365
52	Lumber, building materials, hardware, farm equipment dealers.....	149	21,656	2,528	704	628	136	18,497	1,783
5251	Hardware stores.....	47	5,750	567	170	156	44	3,546	308
52 ex. 5251	Other.....	102	15,906	1,961	534	472	92	14,951	1,475
53 part ³	General merchandise group stores ³	72	53,516	8,461	3,019	2,466	71	47,135	7,009
531	Department stores.....	5	42,183	6,832	2,225	1,922	5	37,149	5,650
533	Limited price variety stores.....	29	7,804	1,337	654	419	36	6,570	1,076
539	Other general merchandise stores.....	26	(D)	292	140	125	30	3,416	283
54	Food stores.....	378	87,251	6,148	1,970	1,433	448	70,428	4,451
55 ex. 554	Automotive dealers.....	143	62,822	6,389	1,548	1,484	137	51,927	5,624
554	Gasoline service stations.....	391	22,582	1,874	735	550	326	18,478	1,574
56	Apparel, accessory stores.....	144	17,068	2,492	814	704	148	16,265	2,341
561, 567	Men's, boys' apparel stores, custom tailors ⁴	41	3,766	606	160	133	27	4,344	653
562, 563, 568	Women's clothing, specialty stores.....	49	6,609	1,042	375	340	47	6,579	982
562	Ready-to-wear stores ⁵	23	5,701	935	325	297	24	5,312	800
565	Family clothing stores ⁵	13	2,470	271	99	89	9	927	128
566	Shoe stores.....	31	3,762	528	163	127	42	3,525	456
564, 569	Other apparel stores.....	6	(D)	(D)	(D)	(D)	21	856	122
57	Furniture, home furnishings, equipment stores.....	156	17,094	2,516	639	582	154	17,383	2,375
5712	Furniture stores ⁴	52	9,067	1,358	305	277	31	7,907	1,021
5713-15, 19	Other home furnishings stores ⁴	30	1,760	281	71	66	23	1,490	336
572, 573	Household appliance, radio, TV, music stores.....	74	6,267	877	263	239	86	7,548	1,018
58	Eating, drinking places.....	476	20,698	4,454	2,197	1,818	441	20,218	4,296
5812	Eating places.....	321	14,586	3,722	1,849	1,540	265	13,846	3,420
5813	Drinking places.....	155	6,112	732	348	278	176	6,372	876
591	Drug stores, proprietary stores.....	88	13,596	1,730	515	451	91	9,567	1,066
59 ex. 591	Other retail stores ⁶	314	34,584	3,615	1,176	1,049	324	35,893	3,846
592	Liquor stores.....	13	6,855	5,135	77	76	8	5,184	141
594	Book, stationery stores.....	11	631	72	26	23	9	(D)	(D)
595	Sporting goods, bicycle stores.....	28	2,000	251	157	143	28	(D)	(D)
597	Jewelry stores.....	42	3,525	502	164	147	45	3,337	447
5992	Florists.....	18	855	150	58	47	14	620	91
5996	Camera, photographic supply stores....	3	300	26	7	6	3	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	100	9,504	3,380	1,509	1,351	89	8,155	2,997
783	Motion picture theaters.....	17	1,439	(D)	(D)	(D)	17	2,122	448

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SPOKANE, THE ENTIRE CITY, AND SPOKANE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metro-politan statistical area less central business district
RETAIL STORES						
	Retail stores, total ³	2.3	13.3	24.6	14.7	24.5
52	Lumber, building materials, hardware, farm equipment dealers.....	41.9	24.7	22.6	17.1	15.0
5251	Hardware stores.....	(D)	98.7	(D)	62.2	(D)
52 ex. 5251	Other.....	(D)	9.3	(D)	6.4	(D)
53 part ³	General merchandise group stores ³	13.0	12.4	4.6	13.5	18.4
531	Department stores.....	13.6	13.6	...	13.6	...
533	Limited price variety stores.....	5.8	18.9	77.6	18.8	66.0
539	Other general merchandise stores.....	80.5	-24.4	-36.9	(D)	(D)
54	Food stores.....	-13.7	26.1	29.3	23.9	26.4
55 ex. 554	Automotive dealers.....	0.5	15.8	73.3	21.0	59.5
554	Gasoline service stations.....	4.7	29.1	31.6	22.2	71.8
56	Apparel, accessory stores.....	-9.9	3.0	165.2	4.9	134.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-25.1	(D)	(D)	-13.3	173.2
562, 563, 568	Women's clothing, specialty stores.....	-1.9	...	34.8	0.5	32.9
562	Ready-to-wear stores ⁵	7.8	(D)	(D)	7.3	-0.4
565	Family clothing stores ⁵	(D)	168.3	(D)	166.5	(D)
566	Shoe stores.....	11.1	(D)	(D)	6.7	-18.6
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	6.7	-5.9	-18.6	-1.7	-8.8
5712	Furniture stores ⁴	30.7	11.2	-11.4	14.7	0.1
5713-15, 19	Other home furnishings stores ⁴	-6.2	(D)	(D)	18.1	51.2
572, 573	Household appliance, radio, TV, music stores.....	-16.0	-23.3	-29.7	-17.0	-17.8
58	Eating, drinking places.....	-21.1	1.0	29.6	2.4	25.5
5812	Eating places.....	-24.3	3.8	40.4	5.3	34.5
5813	Drinking places.....	-14.4	-5.3	6.6	-4.1	6.1
591	Drug stores, proprietary stores.....	12.1	45.1	96.4	42.1	77.5
59 ex. 591	Other retail stores ⁶	-3.9	-10.4	-14.3	-3.7	-3.6
592	Liquor stores.....	(D)	37.7	(D)	32.2	(D)
594	Book, stationery stores.....	74.5	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	-15.8	-22.8	-55.9	(D)	(D)
597	Jewelry stores.....	11.0	6.2	-62.3	5.6	-55.8
5992	Florists.....	24.1	37.9	76.4	37.9	76.4
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICES						
7011, 7012	Hotels.....	15.2	16.3	51.3	16.5	31.4
783	Motion picture theaters.....	(D)	-42.8	(D)	-32.2	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SPOKANE AND OF SPOKANE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	45.8	50.7	39.2	44.0
52	Lumber, building materials, hardware, farm equipment dealers...	12.4	10.9	9.5	7.8
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	16.1	(D)	12.1	(D)
53 part ³	General merchandise group stores ³	93.3	92.8	89.9	90.3
531	Department stores.....
533	Limited price variety stores.....	27.4	81.7	69.8	78.4
539	Other general merchandise stores.....	25.6	10.8	(D)	7.5
54	Food stores.....	5.1	7.5	4.4	6.3
55 ex. 554	Automotive dealers.....	68.5	78.9	54.2	65.2
554	Gasoline service stations.....	13.1	14.8	10.3	11.0
56	Apparel, accessory stores.....	81.2	92.7	77.2	89.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	(D)	81.6	94.2
562, 563, 568	Women's clothing, specialty stores.....	93.2	94.9	91.3	93.4
562	Ready-to-wear stores ⁵	(D)	(D)	94.7	94.2
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	(D)	(D)	88.8	87.3
564, 569	Other apparel stores.....	(D)	(D)	(D)	90.1
57	Furniture, home furnishings, equipment stores.....	56.7	50.1	50.2	46.3
5712	Furniture stores ⁴	63.2	54.8	54.2	47.5
5713-15, 19	Other home furnishings stores ⁴	47.1	(D)	45.8	57.7
572, 573	Household appliance, radio, TV, music stores.....	50.9	46.4	45.6	45.0
58	Eating, drinking places.....	44.2	56.6	28.3	49.6
5812	Eating places.....	41.2	56.4	35.7	49.5
5813	Drinking places.....	51.4	56.9	44.4	49.7
591	Drug stores, proprietary stores.....	47.0	60.9	42.7	54.1
59 ex. 591	Other retail stores ⁶	40.6	37.9	34.4	34.5
592	Liquor stores.....	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	62.0	(D)	62.0	(D)
595	Sporting goods, bicycle stores.....	90.0	82.4	68.7	(D)
597	Jewelry stores.....	97.6	93.4	95.1	90.5
5992	Florists.....	66.0	73.4	66.0	73.4
5996	Camera, photographic supply stores.....	94.0	(D)	94.0	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SPOKANE, THE ENTIRE CITY, AND SPOKANE STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.5	1.1	5.5	5.0	6.1	6.0
5251	Hardware stores.....	(D)	(D)	1.5	0.9	1.6	1.2
52 ex. 5251	Other.....	1.4	(D)	4.0	4.1	4.5	4.9
53 part ³	General merchandise group stores ³	34.9	31.6	17.2	17.3	15.2	15.4
531	Department stores.....	30.6	27.6	14.0	37.1	12.0	12.1
533	Limited price variety stores.....	4.0	3.8	2.5	2.4	2.2	2.1
539	Other general merchandise stores.....	0.3	0.2	0.6	2.4	(D)	1.1
54	Food stores.....	2.8	3.3	24.7	22.2	24.9	23.0
55 ex. 554	Automotive dealers.....	24.8	25.1	16.5	16.2	17.9	17.0
554	Gasoline service stations.....	1.7	1.5	5.9	5.2	6.4	6.0
56	Apparel, accessory stores.....	9.6	10.9	5.4	5.9	4.9	5.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.2	3.0	(D)	(D)	1.1	1.4
562, 563, 568	Women's clothing, specialty stores....	4.4	4.6	2.2	2.4	1.9	2.2
562	Ready-to-wear stores ⁵	3.9	3.7	(D)	(D)	1.6	1.7
565	Family clothing stores ⁵	(D)	(D)	0.7	0.3	0.7	0.3
566	Shoe stores.....	2.4	2.2	(D)	(D)	1.1	1.2
564, 569	Other apparel stores.....	(D)	0.6	0.1	(D)	(D)	0.3
57	Furniture, home furnishings, equipment stores.....	6.2	6.0	5.0	6.0	4.9	5.7
5712	Furniture stores ⁴	3.6	2.8	2.5	2.6	2.6	2.6
5713-15, 19	Other home furnishings stores ⁴	0.6	0.6	0.6	(D)	0.5	0.5
572, 573	Household appliance, radio, TV, music stores.....	2.1	2.5	1.9	2.8	1.8	2.6
58	Eating, drinking places.....	5.7	7.5	6.0	6.7	5.9	6.6
5812	Eating places.....	3.8	5.1	4.2	4.6	4.2	4.5
5813	Drinking places.....	1.9	2.4	1.8	2.1	1.7	2.1
591	Drug stores, proprietary stores.....	4.2	3.8	4.1	3.2	3.9	3.1
59 ex. 591	Other retail stores ⁶	8.6	9.2	9.7	12.3	9.9	11.7
592	Liquor stores.....	(D)	(D)	2.0	1.6	2.0	1.7
594	Book, stationery stores.....	0.3	0.2	0.2	(D)	0.2	(D)
595	Sporting goods, bicycle stores.....	1.0	1.2	0.5	0.7	0.6	(D)
597	Jewelry stores.....	2.4	2.2	1.1	1.2	1.0	1.1
5992	Florists.....	0.4	0.3	0.3	0.2	0.2	0.2
5996	Camera, photographic supply stores....	0.2	(D)	0.1	(D)	0.1	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers--mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators--have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories--those with some paid employment during 1958, i.e., the "employer" universe, and those with no paid employment during 1958, i.e., the "nonemployer" universe. The method of obtaining census information for these two groups is described below.

Enumeration of "Employers."--Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of "Nonemployers."--This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

DEPARTMENT OF COMMERCE

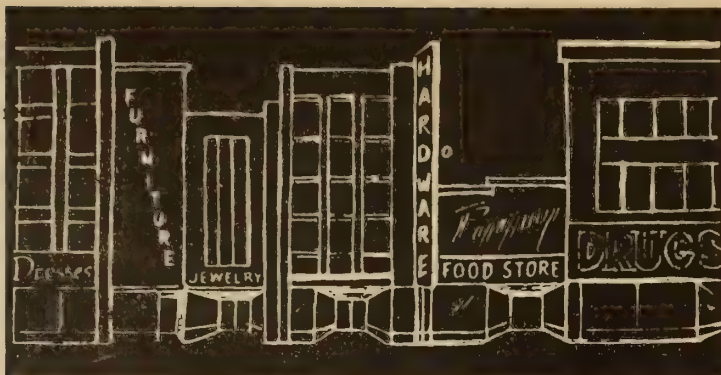
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CENTRAL BUSINESS DISTRICT STATISTICS

Springfield-Holyoke,
Mass., Area

1958
Census
of
Business



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William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report,
Springfield-Holyoke, Mass., Area—BC58-CBD84
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

SPRINGFIELD - HOLYOKE *, MASS.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT

* NO CENTRAL BUSINESS DISTRICT DATA SHOWN



CENTRAL BUSINESS DISTRICT*



* CONSISTS OF TRACT 11A

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

U. S. DEPARTMENT OF COMMERCE

1958 CENSUS OF BUSINESS

BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SPRINGFIELD

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	344	68,491	12,262	3,759	2,810	383	69,821	12,082
52	Lumber, building materials, hardware, farm equipment dealers.....	3	(D)	(D)	(D)	(D)	13	1,720	235
5251	Hardware stores.....	6	843	121
52 ex. 5251	Other.....	3	(D)	(D)	(D)	(D)	7	877	114
53 part ³	General merchandise group stores ³	12	29,679	5,622	1,321	917	12	28,104	4,817
531	Department stores.....	4	(D)	(D)	(D)	(D)	4	23,290	4,073
533	Limited price variety stores.....	3	2,932	578	276	213	4	3,482	638
539	Other general merchandise stores.....	5	(D)	(D)	(D)	(D)	4	1,332	106
54	Food stores.....	17	3,266	289	148	119	21	3,745	388
55 ex. 554	Automotive dealers.....	4	1,617	236	62	47	7	1,679	267
554	Gasoline service stations.....	7	336	27	15	7	6	410	67
56	Apparel, accessory stores.....	95	15,778	2,665	978	738	117	17,236	2,764
561, 567	Men's, boys' apparel stores, custom tailors ⁴	23	3,823	738	214	170	23	3,755	634
562, 563, 568	Women's clothing, specialty stores....	42	8,335	1,354	571	423	43	7,536	1,114
562	Ready-to-wear stores ⁵	26	7,075	1,209	502	378	24	6,150	902
565	Family clothing stores ⁵	3	(D)	(D)	(D)	(D)	3	384	87
566	Shoe stores.....	21	2,558	441	116	88	34	3,805	613
564, 569	Other apparel stores.....	4	(D)	(D)	(D)	(D)	4	1,756	316
57	Furniture, home furnishings, equipment stores.....	42	4,058	694	188	170	36	3,512	721
5712	Furniture stores ⁴	7	1,126	245	55	55	4	1,358	318
5713-15, 19	Other home furnishings stores ⁴	9	831	196	71	56	14	1,279	284
572, 573	Household appliance, radio, TV, music stores.....	26	2,101	253	62	59	16	841	119
58	Eating, drinking places.....	81	5,031	1,251	553	444	75	4,681	1,277
5812	Eating places.....	56	4,052	1,061	472	377	54	3,839	1,059
5813	Drinking places.....	25	979	190	81	67	21	842	218
591	Drug stores, proprietary stores.....	6	1,502	221	82	51	6	1,022	152
59 ex. 591	Other retail stores ⁶	77	(D)	(D)	(D)	(D)	90	7,712	1,394
592	Liquor stores.....	5	650	76	22	20	6	706	79
594	Book, stationery stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
595	Sporting goods, bicycle stores.....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
597	Jewelry stores.....	16	1,628	322	82	68	16	1,474	300
5992	Florists.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
5996	Camera, photographic supply stores....	1	(D)	(D)	(D)	(D)	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	9	2,666	781	511	467	9	2,940	1,311
783	Motion picture theaters.....	7	1,250	307	145	109	7	1,578	284

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$2,193,000, of which \$1,049,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex.591) not covered in any of the lines below.

SPRINGFIELD-HOLYOKE, MASS., AREA

7

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SPRINGFIELD

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,755	247,649	30,562	9,993	7,581	1,744	229,993	29,170
52	Lumber, building materials, hardware, farm equipment dealers.....	77	11,309	1,323	331	307	88	15,977	2,213
5251	Hardware stores.....	22	(D)	(D)	(D)	(D)	35	(D)	(D)
52 ex. 5251	Other.....	55	(D)	(D)	(D)	(D)	51	(D)	(D)
53 part ³	General merchandise group stores ³	54	31,860	5,875	1,464	1,014	52	29,922	5,021
531	Department stores.....	5	(D)	(D)	(D)	(D)	4	23,290	4,073
533	Limited price variety stores.....	17	4,109	768	376	269	22	4,570	782
539	Other general merchandise stores.....	32	(D)	(D)	(D)	(D)	26	2,062	166
54	Food stores.....	366	58,552	3,801	1,509	978	418	50,102	3,512
55 ex. 554	Automotive dealers.....	74	36,996	3,801	831	790	72	40,040	3,715
554	Gasoline service stations.....	165	12,524	847	371	265	145	8,778	677
56	Apparel, accessory stores.....	163	26,922	3,977	1,540	1,128	190	23,602	3,676
561, 567	Men's, boys' apparel stores, custom tailors ⁴	37	5,728	971	289	213	35	5,803	977
562, 563, 568	Women's clothing, specialty stores....	70	10,524	1,618	700	490	74	8,562	1,274
562	Ready-to-wear stores ⁵	39	9,034	1,466	618	438	39	7,263	1,089
565	Family clothing stores ⁵	8	5,478	635	283	219	11	(D)	321
566	Shoe stores.....	35	3,663	597	165	124	39	4,237	656
564, 569	Other apparel stores.....	9	(D)	156	103	82	21	2,615	448
57	Furniture, home furnishings, equipment stores.....	141	15,038	2,490	646	575	127	12,361	2,016
5712	Furniture stores ⁴	43	6,455	1,261	259	235	28	6,362	1,103
5713-15, 19	Other home furnishings stores ⁴	30	2,323	408	127	104	42	2,849	501
572, 573	Household appliance, radio, TV, music stores.....	66	6,260	821	260	236	57	3,150	412
58	Eating, drinking places.....	364	16,427	3,582	1,716	1,295	315	14,888	3,582
5812	Eating places.....	263	12,397	2,793	1,367	1,014	213	10,506	2,513
5813	Drinking places.....	101	4,030	789	349	281	100	4,366	1,069
591	Drug stores, proprietary stores.....	78	9,706	1,208	482	321	81	8,525	1,034
59 ex. 591	Other retail stores ⁶	273	28,315	3,658	1,103	908	256	25,798	3,724
592	Liquor stores.....	42	6,122	789	208	153	36	5,428	660
594	Book, stationery stores.....	5	(D)	(D)	(D)	(D)	7	(D)	(D)
595	Sporting goods, bicycle stores.....	9	343	29	11	9	11	711	102
597	Jewelry stores.....	28	2,220	399	108	93	33	3,029	545
5992	Florists.....	21	526	67	28	17	23	692	124
5996	Camera, photographic supply stores....	4	776	107	26	26	1	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	24	3,396	1,172	678	622	17	(D)	(D)
783	Motion picture theaters.....	10	(D)	(D)	(D)	(D)	13	2,123	388

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SPRINGFIELD-HOLYOKE STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

(As a result of differences in the definition, the 1958 data are not directly comparable with those for 1954. See page (12) for data which can be used in evaluating the changes in area definition)

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	4,491	546,678	62,615	22,057	16,690	4,340	489,799	57,376
52	Lumber, building materials, hardware, farm equipment dealers.....	238	29,587	3,915	984	900	245	39,234	5,014
5251	Hardware stores.....	75	4,857	555	209	179	163	26,134	3,002
52 ex. 5251	Other.....	163	24,730	3,360	775	721	82	13,100	2,012
53 part ³	General merchandise group stores ³	140	59,425	9,881	3,185	2,249	136	53,487	8,490
531	Department stores.....	10	41,148	7,239	1,964	1,398	9	35,113	5,845
533	Limited price variety stores.....	51	11,896	1,940	984	662	55	10,061	1,560
539	Other general merchandise stores.....	57	(D)	(D)	(D)	(D)	70	8,291	1,085
54	Food stores.....	925	148,668	9,891	4,016	2,630	999	116,514	7,658
55 ex. 554	Automotive dealers.....	228	78,361	8,010	1,775	1,700	199	83,599	8,110
554	Gasoline service stations.....	440	31,457	2,161	966	666	377	22,187	1,562
56	Apparel, accessory stores.....	374	43,389	6,243	2,409	1,780	397	38,130	5,629
561, 567	Men's, boys' apparel stores, custom tailors.....	81	9,392	1,501	480	363	70	9,168	1,464
562, 563, 568	Women's clothing, specialty stores....	158	16,646	2,555	1,084	793	151	14,788	2,145
562	Ready-to-wear stores ⁵	84	13,837	2,285	947	702	86	12,545	1,828
565	Family clothing stores ⁵	24	7,695	909	377	286	24	3,362	441
566	Shoe stores.....	74	6,559	965	292	207	75	6,612	974
564, 569	Other apparel stores.....	27	(D)	(D)	(D)	(D)	57	3,934	605
57	Furniture, home furnishings, equipment stores.....	371	29,434	4,320	1,253	1,072	333	27,839	4,178
5712	Furniture stores ⁴	104	12,765	2,166	530	466	76	12,753	2,101
5713-15, 19	Other home furnishings stores ⁴	80	3,783	582	213	158	67	4,625	831
572, 573	Household appliance, radio, TV, music stores.....	187	12,886	1,572	510	448	162	9,877	1,246
58	Eating, drinking places.....	875	38,003	7,767	4,083	3,065	790	35,021	7,886
5812	Eating places.....	585	26,723	5,591	3,057	2,246	517	23,805	5,214
5813	Drinking places.....	290	11,280	2,176	1,026	819	271	11,200	2,672
591	Drug stores, proprietary stores.....	187	21,109	2,689	1,044	731	183	17,074	2,098
59 ex. 591	Other retail stores ⁶	713	67,245	7,738	2,342	1,897	681	56,714	6,751
592	Liquor stores.....	112	14,989	1,769	518	357	100	12,510	1,311
594	Book, stationery stores.....	20	2,521	477	211	123	20	(D)	(D)
595	Sporting goods, bicycle stores.....	32	1,052	87	38	26	36	1,371	(D)
597	Jewelry stores.....	67	3,746	613	179	145	69	4,589	732
5992	Florists.....	61	1,663	208	93	72	65	1,957	431
5996	Camera, photographic supply stores....	16	1,634	167	46	42	7	605	76
SELECTED SERVICES									
7011, 7012	Hotels.....	43	5,595	1,976	1,089	935	28	5,749	2,326
783	Motion picture theaters.....	27	(D)	(D)	(D)	(D)	34	4,196	852

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
 CENTRAL BUSINESS DISTRICT OF SPRINGFIELD, THE ENTIRE CITY, AND SPRINGFIELD-HOLYOKE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area *	Standard metropolitan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-1.9	7.7	11.9	13.8	16.5
52	Lumber, building materials, hardware, farm equipment dealers.....	(D)	-29.2	(D)	-23.1	(D)
5251	Hardware stores.....	...	(D)	(D)	(NA)	(NA)
52 ex. 5251	Other.....	(D)	(D)	(D)	(NA)	(NA)
53 part ³	General merchandise group stores ³	5.6	6.5	20.0	11.5	18.0
531	Department stores.....	(D)	(D)	(D)	(NA)	(NA)
533	Limited price variety stores.....	-15.8	-10.1	8.2	(NA)	(NA)
539	Other general merchandise stores.....	(D)	(D)	(D)	(NA)	(NA)
54	Food stores.....	-12.8	16.9	19.3	32.0	33.5
55 ex. 554	Automotive dealers.....	-3.6	-7.6	-8.3	-4.4	-4.7
554	Gasoline service stations.....	-18.0	42.7	49.3	43.7	46.2
56	Apparel, accessory stores.....	-8.5	14.1	75.1	14.1	32.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	1.8	-1.3	-7.0	(NA)	(NA)
562, 563, 568	Women's clothing, specialty stores.....	10.6	22.9	113.4	(NA)	(NA)
562	Ready-to-wear stores ⁵	15.0	24.4	76.0	(NA)	(NA)
565	Family clothing stores ⁵	(D)	(D)	(D)	(NA)	(NA)
566	Shoe stores.....	-32.8	-13.6	155.8	(NA)	(NA)
564, 569	Other apparel stores.....	(D)	(D)	(D)	(NA)	(NA)
57	Furniture, home furnishings, equipment stores.....	15.5	21.7	24.1	13.2	12.9
5712	Furniture stores ⁴	-17.1	1.5	6.5	(NA)	(NA)
5713-15, 19	Other home furnishings stores ⁴	-35.0	-18.5	-5.0	(NA)	(NA)
572, 573	Household appliance, radio, TV, music stores.....	149.8	98.7	80.1	(NA)	(NA)
58	Eating, drinking places.....	7.5	10.3	11.6	9.7	10.0
5812	Eating places.....	5.5	18.0	25.2	(NA)	(NA)
5813	Drinking places.....	16.3	-7.7	-13.4	(NA)	(NA)
591	Drug stores, proprietary stores.....	47.0	13.9	9.3	24.3	22.8
59 ex. 591	Other retail stores ⁶	(D)	9.8	(D)	19.0	(D)
592	Liquor stores.....	-7.9	12.8	15.9	(NA)	(NA)
594	Book, stationery stores.....	(D)	(D)	(D)	(NA)	(NA)
595	Sporting goods, bicycle stores.....	(D)	-51.8	(D)	(NA)	(NA)
597	Jewelry stores.....	10.4	-26.7	-61.9	(NA)	(NA)
5992	Florists.....	(D)	-24.0	(D)	(NA)	(NA)
5996	Camera, photographic supply stores.....	(D)	85.6	(D)	(NA)	(NA)
	SELECTED SERVICES					
7011, 7012	Hotels.....	-9.4	(D)	(D)	(NA)	(NA)
783	Motion picture theaters.....	-20.8	(D)	(D)	(NA)	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

⁶In computing percent change, the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954. CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
SPRINGFIELD AND OF SPRINGFIELD-HOLYOKE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958*	1954
	RETAIL STORES				
	Retail stores, total ³	27.7	30.4	12.4	14.3
52	Lumber, building materials, hardware, farm equipment dealers...	(D)	10.8	(D)	4.4
5251	Hardware stores.....	...	(D)	...	3.2
52 ex. 5251	Other.....	(D)	(D)	(D)	6.7
53 part ³	General merchandise group stores ³	93.2	93.9	49.8	52.5
531	Department stores.....	(D)	...	(D)	66.3
533	Limited price variety stores.....	71.4	76.2	(NA)	34.6
539	Other general merchandise stores.....	(D)	64.6	(NA)	16.1
54	Food stores.....	5.6	7.5	2.1	3.2
55 ex. 554	Automotive dealers.....	4.4	4.2	2.1	1.8
554	Gasoline service stations.....	2.7	4.7	1.1	2.8
56	Apparel, accessory stores.....	58.6	73.0	36.3	45.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	66.7	65.7	(NA)	41.0
562,563,568	Women's clothing, specialty stores	79.2	88.0	(NA)	51.0
562	Ready-to-wear stores ⁵	78.3	84.7	(NA)	49.0
565	Family clothing stores ⁵	(D)	(D)	(NA)	11.4
566	Shoe stores.....	69.8	89.8	(NA)	57.5
564, 569	Other apparel stores.....	(D)	67.1	(NA)	44.6
57	Furniture, home furnishings, equipment stores.....	27.0	28.4	12.9	12.6
5712	Furniture stores ⁴	17.4	21.3	(NA)	10.6
5713-15, 19	Other home furnishings stores ⁴	35.8	44.9	(NA)	27.7
572, 573	Household appliance, radio, TV, music stores.....	33.6	26.7	(NA)	8.5
58	Eating, drinking places.....	30.6	31.4	13.1	13.4
5812	Eating places.....	32.7	36.5	(NA)	16.1
5813	Drinking places.....	24.3	19.3	(NA)	7.5
591	Drug stores, proprietary stores.....	15.5	12.0	7.1	6.0
59 ex. 591	Other retail stores ⁶	(D)	29.9	(NA)	13.6
592	Liquor stores.....	10.6	13.0	(NA)	5.6
594	Book, stationery stores.....	(D)	(D)	(NA)	(D)
595	Sporting goods, bicycle stores.....	(D)	10.1	(NA)	5.3
597	Jewelry stores.....	73.3	48.7	(NA)	32.1
5992	Florists.....	(D)	6.8	(NA)	2.4
5996	Camera, photographic supply stores.....	(D)	...	(NA)	69.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

*In computing percent, the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SPRINGFIELD, THE ENTIRE CITY, AND SPRINGFIELD-HOLYOKE STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958*	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	(D)	2.5	4.6	6.9	5.4	8.0
5251	Hardware stores.....	...	1.2	(D)	(D)	(NA)	5.3
52 ex. 5251	Other.....	(D)	1.3	(D)	(D)	(NA)	2.7
53 part ³	General merchandise group stores ³	43.3	40.3	12.9	13.0	10.7	10.9
531	Department stores.....	(D)	33.4	10.7	10.1	(NA)	7.2
533	Limited price variety stores.....	4.3	5.0	1.7	2.0	(NA)	2.1
539	Other general merchandise stores.....	(D)	1.9	0.5	0.9	(NA)	1.6
54	Food stores.....	4.8	5.4	23.6	21.8	27.6	23.8
55 ex. 554	Automotive dealers.....	2.4	2.4	14.9	17.4	14.3	17.1
554	Gasoline service stations.....	0.5	0.6	5.1	3.8	5.7	4.5
56	Apparel, accessory stores.....	23.0	24.7	10.9	10.3	7.8	7.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5.6	5.4	2.3	2.5	(NA)	1.9
562, 563, 568	Women's clothing, specialty stores....	12.2	10.8	4.2	3.7	(NA)	3.0
562	Ready-to-wear stores ⁵	10.3	8.8	3.6	3.2	(NA)	2.6
565	Family clothing stores ⁵	(D)	0.5	2.2	(D)	(NA)	0.7
566	Shoe stores.....	3.7	5.4	1.5	1.8	(NA)	1.3
564, 569	Other apparel stores.....	(D)	2.5	(D)	1.1	(NA)	0.8
57	Furniture, home furnishings, equipment stores.....	5.9	5.0	6.1	5.4	5.7	5.7
5712	Furniture stores ⁴	1.6	1.9	2.6	2.8	(NA)	2.6
5713-15, 19	Other home furnishings stores ⁴	1.2	1.8	1.0	1.2	(NA)	0.9
572, 573	Household appliance, radio, TV, music stores.....	3.1	1.3	2.5	1.4	(NA)	2.0
58	Eating, drinking places.....	7.3	6.7	6.6	6.5	6.9	7.1
5812	Eating places.....	5.9	5.5	5.0	4.6	(NA)	4.9
5813	Drinking places.....	1.4	1.2	1.6	1.9	(NA)	2.2
591	Drug stores, proprietary stores.....	2.2	1.5	3.9	3.7	3.8	3.5
59 ex. 591	Other retail stores ⁶	(D)	10.9	11.4	11.2	12.1	11.6
592	Liquor stores.....	0.9	1.0	2.5	2.4	(NA)	2.6
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	(NA)	0.3
595	Sporting goods, bicycle stores.....	(D)	(D)	0.1	0.3	(NA)	0.9
597	Jewelry stores.....	2.4	2.1	0.9	1.3	(NA)	(D)
5992	Florists.....	(D)	(D)	(D)	0.3	(NA)	0.4
5996	Camera, photographic supply stores....	(D)	(D)	(D)	(D)	(NA)	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

⁶In computing percent distribution, the SMSA data for 1958 have been adjusted to the 1954 definition. See page 12 for data which can be used in evaluating the changes in area definition.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SPRINGFIELD-HOLYOKE STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Century Shopping Center" and the stores on Memorial Ave. from Bresnahan St. to Union St.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	9
	Number.....	20	554	Gasoline service stations.....	1
	Sales.....(\$1,000).. ³	15,444	56	Apparel, accessory stores ²	1
54, 58, 591	Convenience goods stores:	5	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	(D)	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000).. ³	(D)	562	Ready-to-wear stores ³
53 part, ³ 56, 57	Shopping goods stores: ³	4	565	Family clothing stores ⁵
	Number.....	(D)	566	Shoe stores.....	1
	Sales.....(\$1,000).. ³	(D)	564, 569	Other apparel stores.....	...
52, 55, 59 ex. 591	All other stores:	11	57	Furniture, home furnishings, equipment stores.....	...
	Number.....	2,477	5712	Furniture stores.....	...
	Sales.....(\$1,000).. ³		5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	20	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	...
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	3	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

COMPARATIVE STANDARD METROPOLITAN STATISTICAL AREA DATA

As a result of differences in the definition, the 1958 data for the Springfield-Holyoke, Mass., Standard Metropolitan Statistical Area (as presented in Table 3 of this report) are not directly comparable with those for 1954. Enfield Town, Conn., was included in the 1954 definition, but is not included in 1958. Monson, Palmer, Hadley, and Warren Towns, Mass., which are included in the 1958 definition were not included in 1954. The data in the following table are the net changes resulting from these differences in definition. Adding the data in parentheses in this table to the data in Table 3, and subtracting the data not in parentheses from those in Table 3, will provide 1958 data for the area as defined in 1954.

SIC Code	Kind of business	Establishments (number)	Sales (\$1,000)
	Retail trade, total	(1)	(10,675)
52	Lumber, bldg matls, hdwe, farm equip. dealers	10	(601)
53 part*	General merchandise group stores*	1	(200)
54	Food stores	(2)	(5,156)
55 ex. 554	Automotive dealers	4	(1,537)
55pt(554)	Gasoline service stations	11	(419)
56	Apparel, accessory stores	2	(129)
57	Furniture, home furnishings, equipment stores	(10)	(2,082)
58	Eating, drinking places	(2)	(417)
59pt(591)	Drug stores, proprietary stores	2	(106)
59 ex. 591	Other retail stores	(17)	(262)
53 part*	Nonstore retailers*	234

Standard Notes: ... Represents zero. (D) Withheld to avoid disclosure.

*Nonstore retailers, part of SIC major group 53, are shown separately in this table.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).--Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).--Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).--Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).--Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).--Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).--Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).--Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).--Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).--Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

BLIND
APR 3 1958



CENTRAL BUSINESS DISTRICT STATISTICS

Syracuse, N.Y., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

ROBERT W. BURGESS, Director

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Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Syracuse, N. Y., Area—BC58-CBD85
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

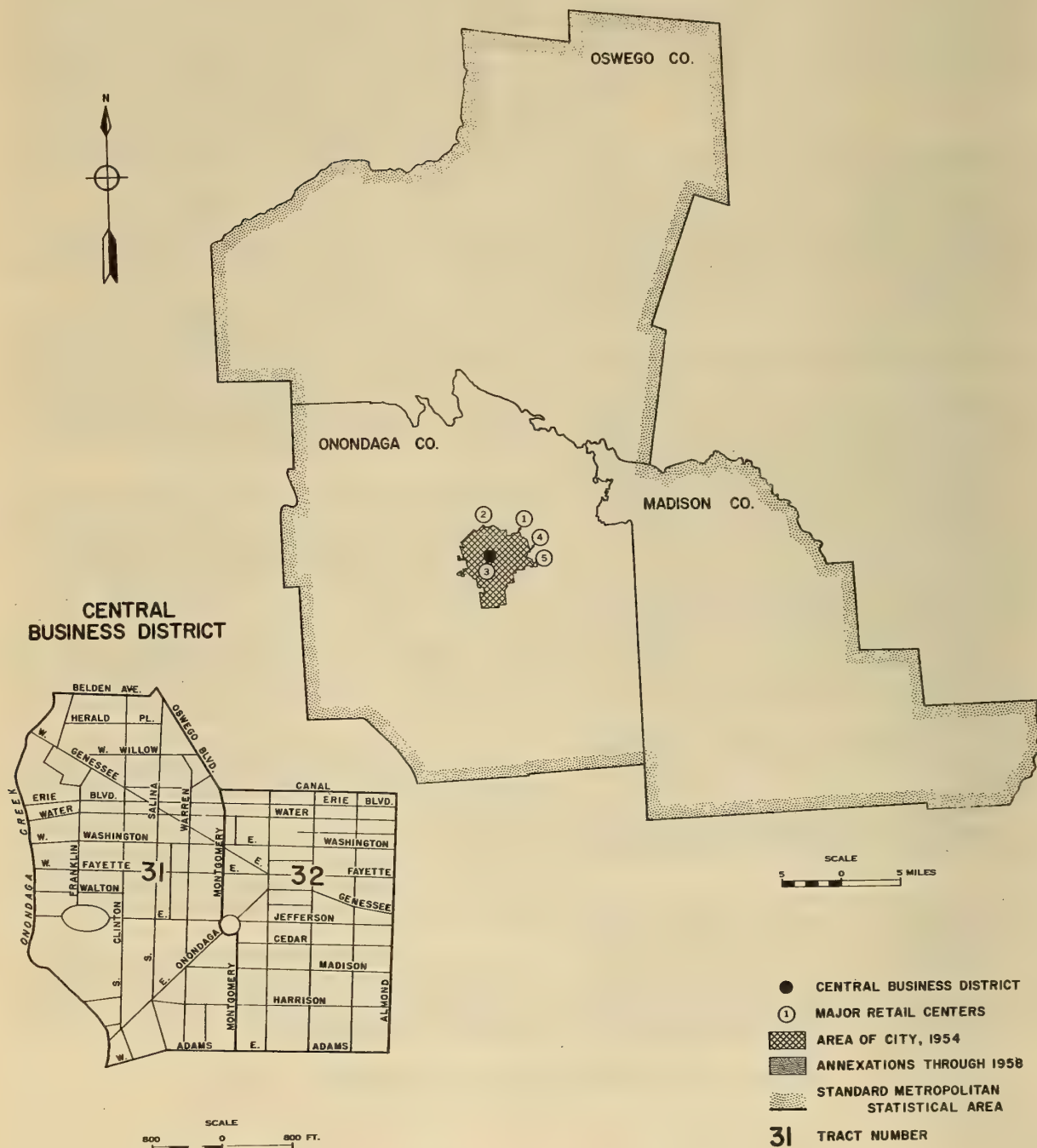
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

SYRACUSE, N.Y.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1954 CENSUS OF BUSINESS

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF SYRACUSE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	553	132,443	22,638	8,056	6,072	622	128,830	21,788
52	Lumber, building materials, hardware, farm equipment dealers.....	17	1,043	146	36	33	15	1,409	231
5251	Hardware stores.....	4	140	15	8	6	3	210	35
52 ex. 5251	Other.....	13	903	131	28	27	12	1,199	196
53 part ³	General merchandise group stores ³	16	43,607	8,389	3,527	2,270	20	40,885	7,696
531	Department stores.....	5	34,808	6,689	2,783	1,833	5	(D)	(D)
533	Limited price variety stores.....	6	8,321	1,628	706	404	8	9,157	1,586
539	Other general merchandise stores.....	5	478	72	38	33	7	(D)	(D)
54	Food stores.....	45	8,243	783	294	244	66	9,486	898
55 ex. 554	Automotive dealers.....	18	16,976	2,137	367	356	17	13,491	1,751
554	Gasoline service stations.....	22	1,794	198	77	60	28	1,840	216
56	Apparel, accessory stores.....	107	25,241	4,091	1,379	1,077	145	26,965	4,448
561, 567	Men's, boys' apparel stores, custom tailors ⁴	22	5,523	563	155	145	29	5,629	896
562, 563, 568	Women's clothing, specialty stores....	41	14,164	2,716	962	736	43	14,715	2,622
562	Ready-to-wear stores ⁵	26	12,773	2,542	882	672	24	13,559	2,430
565	Family clothing stores ⁵	6	(D)	(D)	(D)	(D)	7	1,237	181
566	Shoe stores.....	35	3,435	512	165	120	39	4,063	589
564, 569	Other apparel stores.....	3	(D)	(D)	(D)	(D)	18	1,158	161
57	Furniture, home furnishings, equipment stores.....	42	10,181	1,991	418	398	40	10,071	1,784
5712	Furniture stores ⁴	14	6,927	1,439	272	264	13	7,055	1,311
5713-15, 19	Other home furnishings stores ⁴	9	705	127	34	29	7	812	126
572, 573	Household appliance, radio, TV, music stores.....	19	2,549	425	112	105	12	1,964	347
58	Eating, drinking places.....	135	9,269	2,260	1,160	959	138	10,560	2,588
5812	Eating places.....	95	7,180	1,885	1,007	821	85	7,494	1,975
5813	Drinking places.....	40	2,089	375	153	138	53	3,066	610
591	Drug stores, proprietary stores.....	11	2,875	490	164	133	15	3,298	540
59 ex. 591	Other retail stores ⁶	140	13,214	2,153	634	542	138	10,825	1,636
592	Liquor stores.....	13	1,188	97	31	28	16	1,189	84
594	Book, stationery stores.....	12	1,345	248	85	69	8	1,017	205
595	Sporting goods, bicycle stores.....	10	879	118	42	35	9	892	125
597	Jewelry stores.....	24	3,849	788	197	172	20	2,280	390
5992	Florists.....	9	577	91	28	24	7	529	77
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	3	403	61
SELECTED SERVICES									
7011, 7012	Hotels.....	12	7,287	2,788	1,242	1,066	11	6,868	2,677
783	Motion picture theaters.....	5	1,544	396	200	140	6	1,925	369

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$3,377,000, of which \$568,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF SYRACUSE

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,190	347,108	44,942	16,204	12,384	2,408	329,199	42,956
52	Lumber, building materials, hardware, farm equipment dealers.....	90	13,083	1,484	356	337	76	14,496	2,110
5251	Hardware stores.....	25	1,921	250	69	56	29	3,384	558
52 ex. 5251	Other.....	65	11,162	1,234	287	281	47	11,112	1,552
53 part ³	General merchandise group stores ³	60	58,210	10,609	4,564	2,811	58	50,016	9,110
531	Department stores.....	9	(D)	(D)	(D)	(D)	7	38,756	7,270
533	Limited price variety stores.....	19	9,285	1,768	775	450	26	10,330	1,766
539	Other general merchandise stores.....	16	(D)	(D)	(D)	(D)	23	(D)	74
54	Food stores.....	450	74,393	5,203	1,977	1,424	575	68,812	4,777
55 ex. 554	Automotive dealers.....	97	66,245	7,001	1,407	1,369	114	70,294	7,264
554	Gasoline service stations.....	198	13,996	1,106	474	334	232	14,410	1,053
56	Apparel, accessory stores.....	182	29,527	4,536	1,552	1,205	228	32,791	5,327
561, 567	Men's, boys' apparel stores, custom tailors.....	36	6,606	655	193	167	42	7,290	1,171
562, 563, 568	Women's clothing, specialty stores....	71	15,360	2,839	1,021	784	68	17,162	3,062
562	Ready-to-wear stores ⁵	38	13,706	2,676	943	719	39	14,431	3,540
565	Family clothing stores ⁵	10	2,106	295	89	72	10	(D)	(D)
566	Shoe stores.....	53	4,746	679	215	163	54	4,965	715
564, 569	Other apparel stores.....	8	605	68	34	19	34	1,780	(D)
57	Furniture, home furnishings, equipment stores.....	128	19,015	3,254	792	747	131	16,698	3,022
5712	Furniture stores ⁴	36	10,230	1,840	399	384	22	9,339	1,793
5713-15, 19	Other home furnishings stores ⁴	31	2,322	512	131	116	24	2,547	533
572, 573	Household appliance, radio, TV, music stores.....	61	6,463	902	262	247	61	4,428	696
58	Eating, drinking places.....	551	32,187	6,810	3,383	2,816	547	30,396	6,583
5812	Eating places.....	323	19,982	4,909	2,450	2,082	293	18,840	4,442
5813	Drinking places.....	228	12,205	1,901	933	734	254	11,556	2,141
591	Drug stores, proprietary stores.....	74	11,280	1,415	567	385	71	8,021	988
59 ex. 591	Other retail stores ⁶	360	29,172	3,524	1,132	956	376	23,265	2,722
592	Liquor stores.....	66	5,042	261	114	96	73	4,917	265
594	Book, stationery stores.....	25	1,732	(D)	(D)	(D)	17	(D)	(D)
595	Sporting goods, bicycle stores.....	21	1,294	135	53	42	16	1,053	185
597	Jewelry stores.....	29	3,932	794	198	175	27	2,581	(D)
5992	Florists.....	40	1,446	185	70	58	33	934	118
5996	Camera, photographic supply stores....	5	626	99	27	25	7	521	92
SELECTED SERVICES									
7011, 7012	Hotels.....	18	7,713	2,912	1,277	1,098	16	7,146	2,722
783	Motion picture theaters.....	22	(D)	(D)	(D)	(D)	15	2,502	513

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
SYRACUSE STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	5,142	642,805	72,795	26,844	20,637	5,151	559,936	63,425
52	Lumber, building materials, hardware, farm equipment dealers.....	322	38,697	4,341	1,119	1,031	291	37,839	4,650
5251	Hardware stores.....	85	5,828	697	224	181	97	7,231	1,017
52 ex. 5251	Other.....	237	32,869	3,644	895	850	194	30,608	3,633
53 part ³	General merchandise group stores ³	211	76,711	12,735	5,573	3,562	165	60,504	10,356
531	Department stores.....	13	52,767	9,299	3,743	2,505	8	39,947	7,419
533	Limited price variety stores.....	57	16,158	2,862	1,325	854	59	14,133	2,312
539	Other general merchandise stores.....	75	(D)	(D)	(D)	(D)	94	6,284	625
54	Food stores.....	970	166,493	11,114	4,303	3,010	1,124	138,565	8,980
55 ex. 554	Automotive dealers.....	284	114,568	11,685	2,548	2,450	255	110,846	10,840
554	Gasoline service stations.....	559	38,214	2,820	1,178	797	573	31,014	1,984
56	Apparel, accessory stores.....	351	41,638	5,964	2,187	1,665	366	39,813	6,094
561, 567	Men's, boys' apparel stores, custom tailors ⁴	70	8,952	947	300	246	70	8,947	1,333
562, 563, 568	Women's clothing, specialty stores....	128	20,144	3,432	1,302	981	116	19,130	3,288
562	Ready-to-wear stores ⁵	72	17,673	3,175	1,184	886	66	16,013	2,701
565	Family clothing stores ⁵	30	4,007	495	176	143	25	2,632	381
566	Shoe stores.....	88	6,929	(D)	(D)	(D)	80	6,344	850
564, 569	Other apparel stores.....	25	1,460	(D)	(D)	(D)	49	2,282	242
57	Furniture, home furnishings, equipment stores.....	271	28,883	4,472	1,168	1,092	264	24,671	4,137
5712	Furniture stores ⁴	78	15,210	2,503	592	562	52	12,937	2,357
5713-15, 19	Other home furnishings stores ⁴	53	3,292	664	175	155	35	3,811	819
572, 573	Household appliance, radio, TV, music stores.....	140	10,381	1,305	401	375	129	7,243	961
58	Eating, drinking places.....	1,243	57,920	11,240	5,880	4,754	1,182	50,331	9,663
5812	Eating places.....	766	36,533	8,051	4,276	3,509	652	30,460	6,435
5813	Drinking places.....	477	21,387	3,189	1,604	1,245	528	19,885	3,228
591	Drug stores, proprietary stores.....	155	21,167	2,587	1,031	697	143	16,272	1,997
59 ex. 591	Other retail stores ⁶	776	58,514	5,837	1,857	1,579	778	50,081	4,724
592	Liquor stores.....	127	8,948	441	207	156	128	7,537	372
594	Book, stationery stores.....	32	1,962	299	105	84	22	1,766	309
595	Sporting goods, bicycle stores.....	43	2,067	201	77	63	43	1,491	204
597	Jewelry stores.....	60	5,501	1,029	266	226	43	3,132	545
5992	Florists.....	77	2,333	247	10	83	62	1,453	150
5996	Camera, photographic supply stores....	7	733	114	33	31	8	612	107
SELECTED SERVICES									
7011, 7012	Hotels.....	60	10,232	3,692	1,556	1,340	55	8,688	(D)
783	Motion picture theaters.....	40	3,368	817	451	318	39	3,687	770

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF SYRACUSE, THE ENTIRE CITY, AND SYRACUSE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	2.8	5.4	7.1	14.8	18.4
52	Lumber, building materials, hardware, farm equipment dealers.....	-26.0	-9.7	-8.0	2.3	3.4
5251	Hardware stores.....	-33.3	-43.2	-43.9	-19.4	-19.0
52 ex. 5251	Other.....	-24.7	0.4	3.5	7.4	8.7
53 part ³	General merchandise group stores ³	6.7	16.4	59.9	26.8	68.7
531	Department stores.....	(D)	(D)	(D)	32.1	(D)
533	Limited price variety stores.....	-9.1	-10.1	-0.7	14.3	57.5
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-13.1	8.1	11.5	20.2	22.6
55 ex. 554	Automotive dealers.....	25.8	-5.8	-13.3	3.4	0.2
554	Gasoline service stations.....	-2.5	-2.9	-2.9	23.2	24.8
56	Apparel, accessory stores.....	-6.4	-10.0	-26.4	4.6	27.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-1.9	-9.4	-34.8	0.1	3.3
562, 563, 568	Women's clothing, specialty stores.....	-3.8	-10.5	-51.1	5.3	-35.4
562	Ready-to-wear stores ⁵	-5.8	-5.0	7.0	10.4	99.7
565	Family clothing stores ⁵	(D)	(D)	(D)	52.2	(D)
566	Shoe stores.....	-15.5	-4.4	45.3	9.2	53.2
564, 569	Other apparel stores.....	(D)	-66.0	(D)	-36.1	(D)
57	Furniture, home furnishings, equipment stores.....	1.1	13.9	33.3	17.1	28.1
5712	Furniture stores ⁴	-1.8	9.5	44.6	17.6	40.8
5713-15, 19	Other home furnishings stores ⁴	-13.2	-8.4	-6.2	-13.6	-13.7
572, 573	Household appliance, radio, TV, music stores.....	29.8	46.0	58.8	43.3	48.4
58	Eating, drinking places.....	-12.2	5.9	15.5	15.1	22.3
5812	Eating places.....	-4.2	6.0	12.8	19.9	27.8
5813	Drinking places.....	-31.9	5.6	19.2	7.6	14.7
591	Drug stores, proprietary stores.....	-12.8	40.6	78.0	30.1	41.0
59 ex. 591	Other retail stores ⁶	22.1	25.4	28.3	16.8	15.4
592	Liquor stores.....	...	2.5	3.4	18.7	22.2
594	Book, stationery stores.....	32.3	(D)	(D)	11.1	-17.6
595	Sporting goods, bicycle stores.....	-1.5	22.9	157.8	75.6	93.9
597	Jewelry stores.....	68.8	52.3	-72.4	38.6	98.3
5992	Florists.....	9.1	54.8	114.6	60.4	89.8
5996	Camera, photographic supply stores.....	(D)	20.2	(D)	19.8	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	6.1	7.9	53.2	17.8	61.8
783	Motion picture theaters.....	-13.0	(D)	(D)	-8.7	3.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SYRACUSE AND OF SYRACUSE STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	38.2	40.1	20.6	23.0
52	Lumber, building materials, hardware, farm equipment dealers...	8.0	9.7	2.7	3.7
5251	Hardware stores.....	7.3	6.2	2.4	2.9
52 ex. 5251	Other.....	8.1	10.8	2.7	3.9
53 part ³	General merchandise group stores ³	74.9	81.7	56.8	67.6
531	Department stores.....	(D)	(D)	66.0	(D)
533	Limited price variety stores.....	89.6	88.6	51.5	64.8
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	11.1	13.8	5.0	6.8
55 ex. 554	Automotive dealers.....	25.6	19.2	14.8	12.2
554	Gasoline service stations.....	12.8	12.8	4.7	5.9
56	Apparel, accessory stores.....	85.5	82.2	60.6	67.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	83.6	77.2	61.7	62.9
562, 563, 568	Women's clothing, specialty stores.....	92.2	85.7	70.3	76.9
562	Ready-to-wear stores ⁵	93.2	94.0	72.3	84.7
565	Family clothing stores ⁵	(D)	(D)	(D)	47.0
566	Shoe stores.....	72.4	81.8	49.6	64.0
564, 569	Other apparel stores.....	(D)	65.1	(D)	50.7
57	Furniture, home furnishings, equipment stores.....	53.5	60.3	35.2	40.8
5712	Furniture stores ⁴	67.7	75.5	45.5	54.5
5713-15, 19	Other home furnishings stores ⁴	30.2	31.9	21.4	21.3
572, 573	Household appliance, radio, TV, music stores.....	39.4	44.4	24.6	27.1
58	Eating, drinking places.....	28.8	34.7	16.0	21.0
5812	Eating places.....	35.9	39.8	19.7	24.6
5813	Drinking places.....	17.1	26.5	9.8	15.4
591	Drug stores, proprietary stores.....	25.5	41.1	13.6	20.3
59 ex. 591	Other retail stores ⁶	45.3	46.5	22.6	21.6
592	Liquor stores.....	23.6	24.2	13.3	15.8
594	Book, stationery stores.....	77.7	(D)	68.6	57.6
595	Sporting goods, bicycle stores.....	97.9	84.7	42.5	59.8
597	Jewelry stores.....	67.9	88.3	70.0	72.8
5992	Florists.....	39.9	56.6	24.8	36.4
5996	Camera, photographic supply stores.....	(D)	77.4	(D)	65.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SYRACUSE, THE ENTIRE CITY, AND SYRACUSE STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	0.8	1.1	3.8	4.4	6.0	6.8
5251	Hardware stores.....	0.1	0.2	0.6	1.0	0.9	1.3
52 ex. 5251	Other.....	0.7	0.9	3.2	3.4	5.1	5.5
53 part ³	General merchandise group stores ³	32.9	31.7	16.8	15.2	11.9	10.8
531	Department stores.....	26.3	(D)	(D)	11.8	8.2	7.1
533	Limited price variety stores.....	6.3	7.1	2.7	3.1	2.5	2.5
539	Other general merchandise stores.....	0.3	(D)	(D)	(D)	(D)	1.1
54	Food stores.....	6.2	7.4	21.4	20.9	25.9	24.7
55 ex. 554	Automotive dealers.....	12.8	10.5	19.1	21.4	17.8	19.8
554	Gasoline service stations.....	1.3	1.4	4.0	4.4	6.0	5.6
56	Apparel, accessory stores.....	19.1	20.9	8.5	10.0	6.5	7.1
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.2	4.4	1.9	2.2	1.4	1.6
562, 563, 568	Women's clothing, specialty stores.....	10.7	11.4	4.4	5.2	3.1	3.4
562	Ready-to-wear stores ⁵	9.6	10.5	3.9	2.8	2.7	2.9
565	Family clothing stores ⁵	(D)	1.0	0.6	(D)	0.6	0.5
566	Shoe stores.....	2.6	3.2	1.4	1.5	1.1	1.1
564, 569	Other apparel stores.....	(D)	0.9	0.2	0.5	0.2	0.4
57	Furniture, home furnishings, equipment stores.....	7.7	7.8	5.5	5.1	4.5	4.4
5712	Furniture stores ⁴	5.2	5.5	2.9	2.8	2.4	2.3
5713-15, 19	Other home furnishings stores ⁴	0.5	0.6	0.7	0.8	0.5	0.7
572, 573	Household appliance, radio, TV, music stores.....	1.9	1.5	1.9	1.3	1.6	1.3
58	Eating, drinking places.....	7.1	8.2	9.3	9.2	9.0	9.0
5812	Eating places.....	5.4	5.8	5.8	5.7	5.7	5.4
5813	Drinking places.....	1.6	2.4	3.5	3.5	3.3	3.6
591	Drug stores, proprietary stores.....	2.1	2.6	3.2	2.4	3.3	2.9
59 ex. 591	Other retail stores ⁶	10.0	8.4	8.4	7.0	9.1	8.9
592	Liquor stores.....	0.9	0.9	1.5	1.5	1.4	1.3
594	Book, stationery stores.....	1.0	0.8	0.5	(D)	0.3	0.3
595	Sporting goods, bicycle stores.....	0.7	0.7	0.4	0.7	0.3	0.3
597	Jewelry stores.....	2.9	1.8	1.1	0.8	0.9	0.6
5992	Florists.....	0.4	0.4	0.4	0.3	0.4	0.3
5996	Camera, photographic supply stores....	(D)	0.3	0.2	0.2	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE SYRACUSE STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the stores on James St. from Grant Blvd.-Hickok St., to North Rigi Ave.-Homcraft Rd.; on South Edwards at the intersection with James St., and on North Ave. at the intersection with James St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	67	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	10,658	56	Apparel, accessory stores ²	13
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Number.....	22	562-3, 568	Women's clothing, specialty stores....	6
	Sales.....(\$1,000)...	5,829	562	Ready-to-wear stores ⁵	3
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	20	566	Shoe stores.....	2
	Sales.....(\$1,000)...	2,827	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	6
59 ex. 591	Number.....	25	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	2,002	5713-15,19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	67	58	Eating, drinking places.....	11
52	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	7
5251	Hardware stores.....	3	5813	Drinking places.....	4
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ² ³	1	59 ex. 591	Other retail stores ⁶	13
531	Department stores.....	1	592	Liquor stores.....	3
533	Limited price variety stores.....	...	594	Book, stationery stores.....	3
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	2
			597	Jewelry stores.....	1
54	Food stores.....	7	5992	Florists.....	...
			5996	Camera, photographic supply stores....	1

MRC No. 2.—Includes the planned center known as "Northern Lights Shopping Center" on Brewerton Rd. between U.S. Highway 11 and Interstate Route 81

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	39	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	10,620	56	Apparel, accessory stores ²	14
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	11	562-3, 568	Women's clothing, specialty stores....	6
	Sales.....(\$1,000)...	4,581	562	Ready-to-wear stores ⁵	4
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵	1
56, 57	Number.....	19	566	Shoe stores.....	4
	Sales.....(\$1,000)...	5,089	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	9	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	950	5713-15,19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	39	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	3
5251	Hardware stores.....	1	5813	Drinking places.....	1
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ² ³	3	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
54	Food stores.....	5	5992	Florists.....	...
			5996	Camera, photographic supply stores....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE SYRACUSE STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the stores in the area bounded by West Taylor, East Taylor, South State, East Castle, West Castle, Cortland Ave., Tallman, and South Clinton

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	4
	Number.....	53	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	17,210	56	Apparel, accessory stores ²	2
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	23	562-3, 568	Women's clothing, specialty stores.....	2
	Sales.....(\$1,000)...	5,571	562	Ready-to-wear stores ³	2
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ³
56, 57	Number.....	9	566	Shoe stores.....	...
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	21	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	53	58	Eating, drinking places.....	13
52	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	10
5251	Hardware stores.....	1	5813	Drinking places.....	3
52 ex. 5251	Other.....	4	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	9	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 4.—Includes stores on East Erie Blvd. from Springfield Rd. to Kinne Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	19	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	5,556	56	Apparel, accessory stores ²	4
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	4	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³	1
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ³
56, 57	Number.....	6	566	Shoe stores.....	1
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
59 ex. 591	Number.....	9	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	839	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	18	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	3
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	...
53 part ³	General merchandise group stores ^{2 3}	1	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	...
54	Food stores.....	1	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES:—1958—MAJOR RETAIL CENTERS IN THE SYRACUSE STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes the planned center known as "Shoppingtown" extending along the 3500 and 3600 blocks of Erie Blvd. East					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	28	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	8,734			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	13
	Number.....	4	561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Sales.....(\$1,000)...	4,717	562-3, 568	Women's clothing, specialty stores.....	6
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	5
56, 57	Number.....	17	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	3,272	566	Shoe stores.....	3
			564, 569	Other apparel stores.....	2
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
59 ex. 591	Number.....	7	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	745	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	28	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

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CENTRAL BUSINESS DISTRICT STATISTICS

Tacoma, Wash., Area

1958 Census of Business

U. S. DEPARTMENT OF COMMERCE
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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

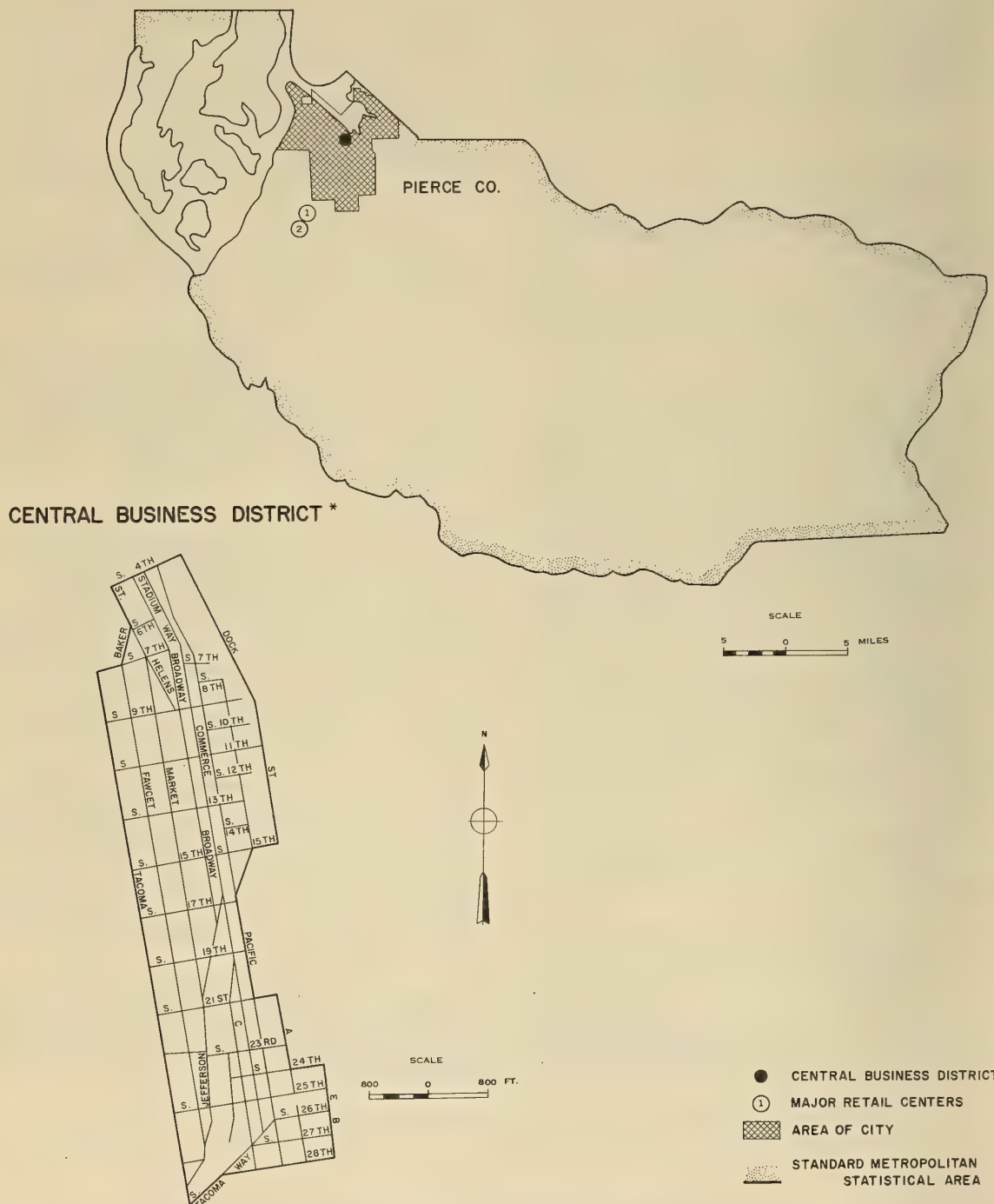
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

TACOMA, WASH.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



* CONSISTS OF TRACT 16

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

U. S. DEPARTMENT OF COMMERCE

1958 CENSUS OF BUSINESS

BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF TACOMA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	397	80,581	12,528	3,961	3,246	427	81,029	11,961
52	Lumber, building materials, hardware, farm equipment dealers.....	14	2,458	451	111	109	13	3,048	531
5251	Hardware stores.....	4	499	66	43	43	3	1,179	235
52 ex. 5251	Other.....	10	1,959	385	68	66	10	1,869	296
53 part ³	General merchandise group stores ³	15	33,157	5,188	1,728	1,328	12	29,934	4,545
531	Department stores.....	4	(D)	(D)	(D)	(D)	4	23,956	3,580
533	Limited price variety stores.....	3	2,259	562	237	133	6	(D)	(D)
539	Other general merchandise stores.....	8	(D)	(D)	(D)	(D)	2	(D)	(D)
54	Food stores.....	27	2,845	246	63	51	43	4,110	294
55 ex. 554	Automotive dealers.....	21	8,235	1,161	246	234	17	8,501	1,050
554	Gasoline service stations.....	19	1,109	70	32	26	15	909	75
56	Apparel, accessory stores.....	65	8,717	1,270	437	337	84	9,171	1,335
561, 567	Men's, boys' apparel stores, custom tailors ⁴	21	3,173	459	120	99	33	3,570	493
562, 563, 568	Women's clothing, specialty stores....	18	2,083	321	123	92	25	3,237	519
562	Ready-to-wear stores ⁵	12	1,802	273	102	78	15	2,616	401
565	Family clothing stores ⁵	3	(D)	(D)	(D)	(D)	2	(D)	(D)
566	Shoe stores.....	23	(D)	(D)	(D)	(D)	16	1,764	233
564, 569	Other apparel stores.....	6	303	(D)
57	Furniture, home furnishings, equipment stores.....	26	6,133	1,060	244	222	32	6,326	1,130
5712	Furniture stores ⁴	5	(D)	(D)	(D)	(D)	6	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	2	(D)	(D)	(D)	(D)	2	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	19	2,178	287	75	66	20	2,645	445
58	Eating, drinking places.....	123	5,713	1,467	651	548	111	6,096	1,569
5812	Eating places.....	79	4,345	1,268	543	467	63	4,272	1,242
5813	Drinking places.....	44	1,368	199	108	81	48	1,824	327
591	Drug stores, proprietary stores.....	8	3,002	410	107	89	10	2,443	373
59 ex. 591	Other retail stores ⁶	79	9,212	1,205	341	302	90	10,491	1,059
592	Liquor stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
594	Book, stationery stores.....	6	(D)	(D)	(D)	(D)	8	486	77
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
597	Jewelry stores.....	18	2,781	392	99	86	15	2,908	461
5992	Florists.....	1	(D)	(D)	(D)	(D)	4	160	22
5996	Camera, photographic supply stores....	3	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	19	(D)	(D)	(D)	(D)	19	1,761	620
783	Motion picture theaters.....	7	(D)	(D)	(D)	(D)	7	1,176	278

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,367,000, of which \$856,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,548	224,798	27,346	8,413	6,912	1,757	214,303	25,586
52	Lumber, building materials, hardware, farm equipment dealers.....	76	9,182	1,335	343	317	109	12,102	1,573
5251	Hardware stores.....	29	(D)	243	88	84	44	(D)	(D)
52 ex. 5251	Other.....	47	(D)	1,092	255	233	65	(D)	(D)
53 part ³	General merchandise group stores ³	57	35,517	5,471	1,851	1,428	44	32,721	4,888
531	Department stores.....	4	(D)	(D)	(D)	(D)	4	23,956	3,580
533	Limited price variety stores.....	23	3,555	748	315	190	23	3,558	663
539	Other general merchandise stores.....	14	(D)	(D)	(D)	(D)	17	5,207	645
54	Food stores.....	274	50,535	3,394	1,023	761	429	49,989	3,353
55 ex. 554	Automotive dealers.....	119	38,826	4,545	1,001	961	102	34,737	4,049
554	Gasoline service stations.....	220	14,139	970	385	256	191	12,287	856
56	Apparel, accessory stores.....	95	11,569	1,638	575	446	133	11,168	1,506
561, 567	Men's, boys' apparel stores, custom tailors.....	25	3,491	555	146	128	29	(D)	(D)
562, 563, 568	Women's clothing, specialty stores.....	27	2,268	301	131	93	35	3,676	565
562	Ready-to-wear stores ⁵	17	1,836	238	102	70	21	(D)	(D)
565	Family clothing stores ⁵	8	3,280	454	189	147	4	575	52
566	Shoe stores.....	32	2,458	325	104	74	33	2,593	320
564, 569	Other apparel stores.....	3	72	3	5	4	20	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	97	13,247	2,241	537	481	117	13,525	2,360
5712	Furniture stores ⁴	17	4,277	654	168	150	20	5,860	1,013
5713-15, 19	Other home furnishings stores ⁴	22	3,398	791	168	160	11	2,141	554
572, 573	Household appliance, radio, TV, music stores.....	58	5,572	796	201	171	62	5,034	793
58	Eating, drinking places.....	335	16,446	3,527	1,505	1,212	331	15,965	3,382
5812	Eating places.....	210	11,942	2,987	1,278	1,042	182	10,498	2,654
5813	Drinking places.....	125	4,504	540	227	170	147	5,411	728
591	Drug stores, proprietary stores.....	51	7,952	1,071	320	265	48	6,143	840
59 ex. 591	Other retail stores ⁶	224	27,385	3,154	873	785	253	25,666	2,779
592	Liquor stores.....	8	4,545	175	57	56	5	4,441	116
594	Book, stationery stores.....	8	455	84	27	24	11	498	78
595	Sporting goods, bicycle stores.....	15	1,200	170	54	46	20	376	22
597	Jewelry stores.....	31	3,001	394	101	88	29	3,145	(D)
5992	Florists.....	22	849	117	37	32	17	761	109
5996	Camera, photographic supply stores.....	7	491	36	12	10	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	23	1,677	681	297	285	34	1,942	(D)
783	Motion picture theaters.....	15	(D)	(D)	(D)	(D)	19	1,811	442

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
TACOMA STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,592	328,684	37,370	11,889	9,703	2,524	279,816	31,335
52	Lumber, building materials, hardware, farm equipment dealers.....	149	14,389	1,878	495	441	163	16,598	2,039
5251	Hardware stores.....	59	3,646	341	122	112	68	5,069	577
52 ex. 5251	Other.....	90	10,743	1,537	373	329	95	11,529	1,462
53 part ³	General merchandise group stores ³	110	44,723	6,642	2,279	1,785	77	37,189	5,380
531	Department stores.....	6	31,888	4,865	1,569	1,307	4	23,956	3,580
533	Limited price variety stores.....	44	5,608	1,066	449	291	38	4,392	754
539	Other general merchandise stores.....	30	6,221	711	261	187	35	8,841	1,046
54	Food stores.....	462	87,865	6,062	1,842	1,395	599	69,746	4,367
55 ex. 554	Automotive dealers.....	196	52,084	5,731	1,272	1,219	154	44,283	5,007
554	Gasoline service stations.....	386	24,279	1,606	638	436	323	19,588	1,370
56	Apparel, accessory stores.....	142	16,094	2,248	794	610	159	12,587	1,655
561, 567	Men's, boys' apparel stores, custom tailors ⁴	30	3,993	635	169	144	30	3,725	514
562, 563, 568	Women's clothing, specialty stores.....	41	3,317	474	195	149	43	4,024	588
562	Ready-to-wear stores ⁵	28	2,846	410	165	126	27	3,230	449
565	Family clothing stores ⁵	18	5,204	664	275	208	9	827	80
566	Shoe stores.....	43	3,422	470	147	104	41	3,208	387
564, 569	Other apparel stores.....	6	118	5	8	5	22	641	86
57	Furniture, home furnishings, equipment stores.....	165	17,385	2,714	677	599	158	16,297	2,710
5712	Furniture stores ⁴	44	6,047	871	229	204	29	7,174	1,167
5713-15, 19	Other home furnishings stores ⁴	29	3,838	864	189	179	17	2,347	588
572, 573	Household appliance, radio, TV, music stores.....	92	7,500	979	259	216	84	6,196	955
58	Eating, drinking places.....	548	24,218	5,077	2,306	1,840	468	21,302	4,386
5812	Eating places.....	366	17,343	4,209	1,933	1,569	268	13,892	3,438
5813	Drinking places.....	182	6,875	868	373	271	198	7,354	948
591	Drug stores, proprietary stores.....	82	11,625	1,498	480	383	76	9,321	1,182
59 ex. 591	Other retail stores ⁶	352	36,022	3,914	1,106	995	347	32,905	3,239
592	Liquor stores.....	21	6,798	5,406	53	88	17	6,636	196
594	Book, stationery stores.....	12	531	92	30	27	12	(D)	(D)
595	Sporting goods, bicycle stores.....	24	1,501	202	66	54	35	743	(D)
597	Jewelry stores.....	39	3,549	454	118	101	37	3,249	486
5992	Florists.....	33	1,029	137	42	36	25	861	117
5996	Camera, photographic supply stores.....	10	642	57	18	15	3	362	44
SELECTED SERVICES									
7011, 7012	Hotels.....	31	2,279	871	317	304	38	2,395	830
783	Motion picture theaters.....	24	(D)	(D)	(D)	(D)	28	2,318	561

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF TACOMA, THE ENTIRE CITY, AND TACOMA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-0.6	4.9	8.2	17.5	23.8
52	Lumber, building materials, hardware, farm equipment dealers.....	-19.4	-24.1	-25.7	-13.3	-12.0
5251	Hardware stores.....	-57.7	(D)	(D)	-28.1	-19.1
52 ex. 5251	Other.....	4.9	(D)	(D)	-6.8	-9.1
53 part ³	General merchandise group stores ³	10.8	8.5	-15.3	20.3	30.4
531	Department stores.....	(D)	(D)	(D)	33.1	(D)
533	Limited price variety stores.....	(D)	0.0	(D)	27.7	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	-29.6	(D)
54	Food stores.....	-30.8	1.2	3.9	26.0	29.5
55 ex. 554	Automotive dealers.....	-3.1	11.8	16.6	17.6	22.5
554	Gasoline service stations.....	22.0	15.1	14.5	23.9	24.0
56	Apparel, accessory stores.....	-5.0	3.6	42.8	27.9	116.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-11.1	(D)	(D)	7.2	429.0
562, 563, 568	Women's clothing, specialty stores.....	-35.7	-38.3	-57.9	-17.6	56.8
562	Ready-to-wear stores ⁵	-31.1	(D)	(D)	-11.9	70.0
565	Family clothing stores ⁵	(D)	470.4	(D)	529.3	(D)
566	Shoe stores.....	11.6	-5.2	-40.9	6.7	0.7
564, 569	Other apparel stores.....	...	(D)	(D)	-81.6	-65.1
57	Furniture, home furnishings, equipment stores.....	-3.1	-2.1	-1.2	6.7	12.7
5712	Furniture stores ⁴	(D)	-27.0	(D)	-15.7	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	58.7	(D)	63.5	(D)
572, 573	Household appliance, radio, TV, music stores.....	-17.7	10.7	42.1	21.0	49.9
58	Eating, drinking places.....	-6.3	3.0	4.5	13.7	21.7
5812	Eating places.....	1.7	13.8	22.0	24.8	35.1
5813	Drinking places.....	-25.0	-16.8	-12.6	-6.5	-0.4
591	Drug stores, proprietary stores.....	22.9	29.4	33.8	24.7	25.4
59 ex. 591	Other retail stores ⁶	-12.2	6.7	19.8	9.5	19.6
592	Liquor stores.....	(D)	2.3	(D)	2.4	(D)
594	Book, stationery stores.....	(D)	-8.6	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	219.1	(D)	102.0	(D)
597	Jewelry stores.....	-4.4	-4.6	-7.2	9.2	125.2
5992	Florists.....	(D)	11.6	(D)	19.5	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	77.3	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	(D)	-13.6	(D)	-4.8	(D)
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF TACOMA AND OF TACOMA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	35.8	37.8	24.5	29.0
52	Lumber, building materials, hardware, farm equipment dealers...	26.7	25.2	17.1	18.4
5251	Hardware stores.....	(D)	(D)	13.7	23.3
52 ex. 5251	Other.....	(D)	(D)	18.2	16.2
53 part ³	General merchandise group stores ³	93.4	91.4	74.1	80.5
531	Department stores.....	(D)	100.0	(D)	100.0
533	Limited price variety stores.....	63.5	(D)	40.3	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	6.0	9.3	3.2	5.9
55 ex. 554	Automotive dealers.....	21.3	24.5	15.8	19.2
554	Gasoline service stations.....	7.8	7.4	4.6	4.6
56	Apparel, accessory stores.....	75.3	82.1	54.2	72.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	90.9	(D)	79.5	95.8
562, 563, 568	Women's clothing, specialty stores.....	91.8	88.1	62.8	80.4
562	Ready-to-wear stores ⁵	98.1	(D)	63.3	81.0
565	Family clothing stores ⁵	45.5	(D)	28.7	(D)
566	Shoe stores.....	75.3	68.0	57.5	55.0
564, 569	Other apparel stores.....	...	(D)	...	47.3
57	Furniture, home furnishings, equipment stores.....	46.2	46.8	35.3	38.8
5712	Furniture stores ⁴	(D)	(D)	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	39.1	52.5	29.0	42.7
58	Eating, drinking places.....	34.7	38.2	23.6	28.6
5812	Eating places.....	36.4	40.7	25.1	30.8
5813	Drinking places.....	30.4	33.7	19.9	24.8
591	Drug stores, proprietary stores.....	37.8	39.8	25.8	26.2
59 ex. 591	Other retail stores ⁶	33.6	40.9	25.6	31.9
592	Liquor stores.....	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	(D)	97.6	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	92.7	92.5	78.4	89.5
5992	Florists.....	(D)	21.0	(D)	18.6
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF TACOMA, THE ENTIRE CITY, AND TACOMA STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	3.0	3.8	4.1	5.6	4.4	5.9
5251	Hardware stores.....	0.6	1.5	(D)	(D)	1.1	1.8
52 ex. 5251	Other.....	2.4	2.3	(D)	(D)	3.3	4.1
53 part ³	General merchandise group stores ³	41.1	37.0	15.8	15.1	13.6	13.3
531	Department stores.....	(D)	29.6	(D)	11.0	9.7	8.6
533	Limited price variety stores.....	2.8	(D)	1.6	1.6	1.7	1.6
539	Other general merchandise stores.....	(D)	(D)	(D)	2.4	1.9	3.1
54	Food stores.....	3.5	5.1	22.4	23.3	26.7	24.9
55 ex. 554	Automotive dealers.....	10.2	10.5	17.3	16.3	15.8	15.8
554	Gasoline service stations.....	1.4	1.1	6.3	5.7	7.4	7.0
56	Apparel, accessory stores.....	10.8	11.3	5.2	5.2	4.9	4.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.9	4.4	1.6	(D)	1.2	1.3
562, 563, 568	Women's clothing, specialty stores....	2.6	4.0	1.0	1.7	1.0	1.4
562	Ready-to-wear stores ⁵	2.2	3.2	0.8	(D)	0.9	1.2
565	Family clothing stores ⁵	(D)	(D)	1.5	0.3	1.6	0.3
566	Shoe stores.....	2.4	2.2	1.1	1.2	1.0	1.1
564, 569	Other apparel stores.....	...	0.4	...	(D)	0.1	0.2
57	Furniture, home furnishings, equipment stores.....	7.6	7.8	5.9	6.4	5.3	5.8
5712	Furniture stores ⁴	(D)	(D)	1.9	2.7	1.8	2.6
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	1.6	1.0	1.2	0.8
572, 573	Household appliance, radio, TV, music stores.....	2.7	3.3	2.5	2.3	2.3	2.2
58	Eating, drinking places.....	7.1	7.5	7.3	7.4	7.4	7.6
5812	Eating places.....	5.4	5.3	5.3	4.9	5.3	5.0
5813	Drinking places.....	1.7	2.2	2.0	2.5	2.1	2.6
591	Drug stores, proprietary stores.....	3.7	3.0	3.5	2.8	3.5	3.3
59 ex. 591	Other retail stores ⁶	11.4	12.9	12.2	12.2	11.0	11.9
592	Liquor stores.....	(D)	(D)	2.4	2.1	2.1	2.4
594	Book, stationery stores.....	(D)	0.6	0.2	0.2	0.2	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	0.5	0.2	0.5	0.3
597	Jewelry stores.....	3.5	3.6	1.3	1.5	1.1	1.2
5992	Florists.....	(D)	0.2	0.4	0.4	0.3	0.3
5996	Camera, photographic supply stores....	(D)	(D)	0.2	(D)	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE TACOMA STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned centers known as "Lakewood Center" and "Lakewood Square" and the stores in the area bounded by Motor Ave., Bridgeport Way, Belmont Dr., Lake Grove St., and Whitman Ave.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	35	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	7,142	56	Apparel, accessory stores ²	6
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Number.....	8	562-3, 568	Women's clothing, specialty stores.....	2
	Sales.....(\$1,000)...	3,517	562	Ready-to-wear stores ⁵	1
	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	16	566	Shoe stores.....	2
52, 55, 59 ex. 591	Sales.....(\$1,000)...	3,010	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	7
	Number.....	11	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	615	5713-15, 19	Other home furnishings stores.....	1
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	5
	Retail stores, total ³	34	58	Eating, drinking places.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
	Hardware stores.....	...	5813	Drinking places.....	...
5251	Other.....	1	591	Drug stores, proprietary stores.....	2
52 ex. 5251	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	6
53 part ³	Department stores.....	1	592	Liquor stores.....	...
531	Limited price variety stores.....	1	594	Book, stationery stores.....	...
533	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
539			597	Jewelry stores.....	2
54	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes the planned center known as "Villa Plaza" bounded by Grovelly Lake Dr., SW., from Lake Steilacoom Ave. to Wildore Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	27	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	8,198	56	Apparel, accessory stores ²	8
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	7	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	2,056	562	Ready-to-wear stores ⁵	3
	Shopping goods stores: ³		565	Family clothing stores ⁵	1
	Number.....	13	566	Shoe stores.....	3
52, 55, 59 ex. 591	Sales.....(\$1,000)...	5,332	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	7	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	810	5713-15, 19	Other home furnishings stores.....	1
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	27	58	Eating, drinking places.....	3
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	3
	Hardware stores.....	...	5813	Drinking places.....	...
5251	Other.....	1	591	Drug stores, proprietary stores.....	2
52 ex. 5251	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	5
53 part ³	Department stores.....	2	592	Liquor stores.....	...
531	Limited price variety stores.....	2	594	Book, stationery stores.....	...
533	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
539			597	Jewelry stores.....	1
54	Food stores.....	2	5992	Florists.....	1
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

“Full workweek” employees.—“Full workweek” employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the “food group” classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as “food stores” some of their receipts may be derived from the sale of nonfood products.

As noted in the section on “Method of Enumeration,” the 1958 Census findings are based on reports from two different sources. “Employer” establishments were canvassed by mail and were required to complete report forms especially designed for this census. “Nonemployer” establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily “self-designation.” In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See “Comparisons of the 1954 and 1958 Censuses,” above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity “composition” of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the “nonemployer” establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

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U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Tampa-St. Petersburg,
Fla., Area

1958
Census
of
Business

U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

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Robert W. Burgess, Director



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Robert F. Drury, Chief

GEOGRAPHY DIVISION—
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MACHINE TABULATION DIVISION—
C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report,
Tampa-St. Petersburg, Fla., Area—BC58-CBD87

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

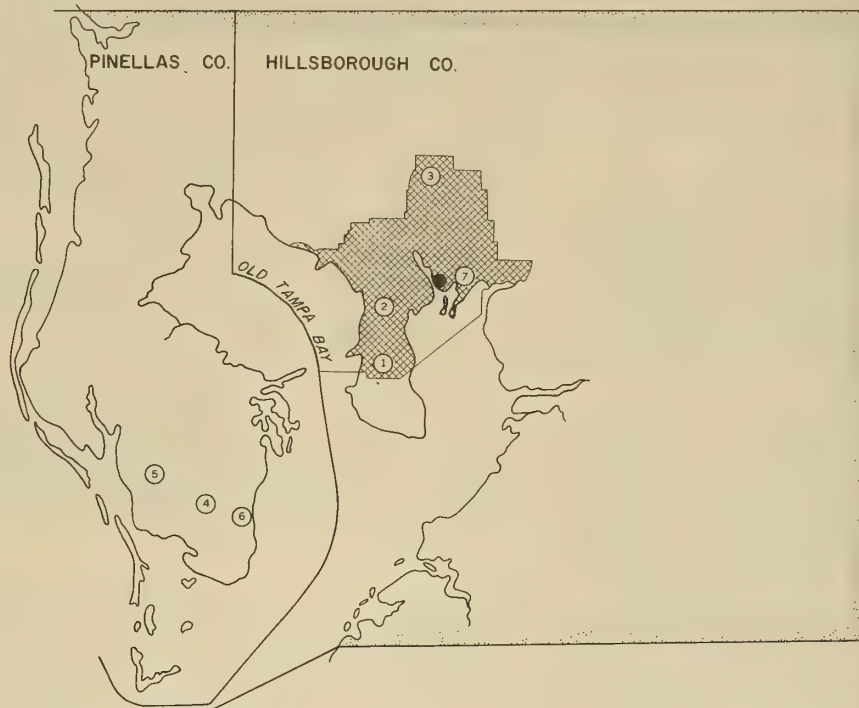
In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

TAMPA-ST. PETERSBURG*, FLA.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT

* NO CENTRAL BUSINESS DISTRICT DATA SHOWN



CENTRAL BUSINESS DISTRICT*

SCALE
5 0 5 MILES



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY.
- ▨ STANDARD METROPOLITAN STATISTICAL AREA

* CONSISTS OF TRACT 47

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF TAMPA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	231	71,488	12,032	4,660	3,881	259	81,626	12,102
52	Lumber, building materials, hardware, farm equipment dealers.....	4	(D)	(D)	(D)	(D)	6	443	73
5251	Hardware stores.....	3	(D)	(D)	(D)	(D)	3	292	49
52 ex. 5251	Other.....	1	(D)	(D)	(D)	(D)	3	151	24
53 part ³	General merchandise group stores ³	9	23,983	5,515	2,156	1,571	12	29,796	5,248
531	Department stores.....	3	(D)	(D)	(D)	(D)	4	(D)	(D)
533	Limited price variety stores.....	3	5,557	851	461	306	5	6,246	925
539	Other general merchandise stores.....	3	(D)	(D)	(D)	(D)	3	(D)	(D)
54	Food stores.....	8	1,393	(D)	(D)	(D)	7	2,022	126
55 ex. 554	Automotive dealers.....	9	20,243	2,174	577	568	13	21,173	2,426
554	Gasoline service stations.....	4	314	39	14	14	8	905	132
56	Apparel, accessory stores.....	59	11,075	1,662	618	552	67	11,652	1,588
561, 567	Men's, boys' apparel stores, custom tailors ⁴	14	3,728	592	171	157	13	2,817	453
562, 563, 568	Women's clothing, specialty stores....	19	4,631	687	299	266	25	5,406	685
562	Ready-to-wear stores ⁵	17	4,568	677	293	262	16	3,820	485
565	Family clothing stores ⁵	4	427	(D)	(D)	(D)	2	(D)	(D)
566	Shoe stores.....	15	1,901	251	97	78	17	2,960	389
564, 569	Other apparel stores.....	3	(D)	(D)	(D)	(D)	6	303	43
57	Furniture, home furnishings, equipment stores.....	16	1,705	356	102	99	22	2,724	413
5712	Furniture stores ⁴	2	(D)	(D)	(D)	(D)	4	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	1	(D)	(D)	(D)	(D)	2	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	13	1,123	244	74	72	16	1,591	242
58	Eating, drinking places.....	55	3,815	730	416	395	63	4,255	815
5812	Eating places.....	39	2,928	633	372	355	44	3,341	693
5813	Drinking places.....	16	887	97	44	40	19	914	122
591	Drug stores, proprietary stores.....	8	2,498	411	313	242	6	2,787	540
59 ex. 591	Other retail stores ⁶	59	(D)	1,003	407	389	55	5,869	741
592	Liquor stores.....	4	(D)	(D)	(D)	(D)	5	1,009	59
594	Book, stationery stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
595	Sporting goods, bicycle stores.....
597	Jewelry stores.....	16	1,985	373	116	109	16	1,853	322
5992	Florists.....	1	(D)	(D)	(D)	(D)	3	173	29
5996	Camera, photographic supply stores....	2	(D)	(D)	(D)	(D)	4	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	7	3,210	1,001	644	566	7	2,299	779
783	Motion picture theaters.....	3	(D)	(D)	(D)	(D)	3	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,767,000, of which \$942,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex.591) not covered in any of the lines below.

TAMPA-ST. PETERSBURG, FLA., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF TAMPA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,917	384,660	41,643	17,626	14,458	2,756	284,503	29,335
52	Lumber, building materials, hardware, farm equipment dealers.....	156	20,454	2,364	736	704	144	17,301	1,995
5251	Hardware stores.....	54	3,376	354	138	115	62	4,422	507
52 ex. 5251	Other.....	102	17,078	2,010	598	589	82	12,879	1,488
53 part ³	General merchandise group stores ³	108	52,947	9,639	4,133	3,046	96	34,373	5,619
531	Department stores.....	9	(D)	(D)	(D)	(D)	5	24,178	4,329
533	Limited price variety stores.....	26	11,264	1,635	916	643	34	8,068	(D)
539	Other general merchandise stores.....	49	(D)	(D)	(D)	(D)	57	2,127	(D)
54	Food stores.....	595	88,221	4,490	2,007	1,404	626	63,991	3,021
55 ex. 554	Automotive dealers.....	188	82,106	7,119	1,921	1,838	158	60,853	5,598
554	Gasoline service stations.....	407	28,472	2,366	981	883	310	16,513	1,292
56	Apparel, accessory stores.....	161	21,487	2,824	1,145	1,002	153	16,382	2,013
561, 567	Men's, boys' apparel stores, custom tailors.....	37	5,883	(D)	(D)	(D)	28	(D)	(D)
562, 563, 568	Women's clothing, specialty stores....	56	(D)	(D)	(D)	(D)	58	6,989	852
562	Ready-to-wear stores ⁵	44	(D)	(D)	(D)	(D)	40	5,290	644
565	Family clothing stores ⁵	19	2,327	268	117	108	10	870	72
566	Shoe stores.....	33	3,688	467	198	160	30	4,045	461
564, 569	Other apparel stores.....	12	(D)	(D)	(D)	(D)	19	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	193	19,554	2,701	1,260	812	202	16,319	2,159
5712	Furniture stores ⁴	72	9,615	1,364	411	390	54	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	40	(D)	(D)	(D)	(D)	25	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	81	(D)	(D)	(D)	(D)	93	7,109	861
58	Eating, drinking places.....	519	28,027	5,105	2,968	2,624	550	24,227	3,837
5812	Eating places.....	307	20,087	4,227	2,510	2,194	284	14,923	(D)
5813	Drinking places.....	212	7,940	878	458	430	266	9,304	(D)
591	Drug stores, proprietary stores.....	124	13,954	1,868	1,201	980	119	11,472	1,535
59 ex. 591	Other retail stores ⁶	466	29,438	3,167	1,274	1,165	398	23,072	2,266
592	Liquor stores.....	69	9,946	605	305	292	31	3,553	185
594	Book, stationery stores.....	14	(D)	(D)	(D)	(D)	7	(D)	(D)
595	Sporting goods, bicycle stores.....	21	(D)	(D)	(D)	(D)	14	(D)	(D)
597	Jewelry stores.....	39	2,863	482	158	150	38	2,689	(D)
5992	Florists.....	39	773	119	49	33	40	767	(D)
5996	Camera, photographic supply stores....	6	332	46	15	14	5	301	53
SELECTED SERVICES									
7011, 7012	Hotels.....	30	(D)	(D)	(D)	(D)	32	3,114	(D)
783	Motion picture theaters.....	17	(D)	(D)	(D)	(D)	31	3,145	670

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
TAMPA-ST. PETERSBURG STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	6,996	905,044	97,021	39,175	33,114	5,836	601,226	61,782
52	Lumber, building materials, hardware, farm equipment dealers.....	358	65,725	7,914	2,412	2,195	297	49,570	5,922
5251	Hardware stores.....	139	7,849	818	311	275	164	41,566	5,119
52 ex. 5251	Other.....	219	57,876	7,096	2,101	1,920	133	8,004	803
53 part ³	General merchandise group stores ³	270	129,508	20,044	8,712	6,841	191	83,567	11,945
531	Department stores.....	18	66,424	11,694	4,710	3,492	10	41,858	7,297
533	Limited price variety stores.....	73	21,326	3,332	1,823	1,244	67	13,920	1,971
539	Other general merchandise stores.....	111	40,130	5,018	2,179	2,105	110	27,741	2,677
54	Food stores.....	1,230	203,067	10,619	4,617	32,97	1,189	129,645	6,527
55 ex. 554	Automotive dealers.....	435	171,424	15,474	3,856	3,723	306	112,387	10,362
554	Gasoline service stations.....	953	62,417	5,132	2,191	1,953	665	35,791	2,811
56	Apparel, accessory stores.....	485	47,691	6,148	2,462	2,163	387	34,316	3,982
561, 567	Men's, boys' apparel stores, custom tailors ⁴	99	11,035	1,487	471	430	61	6,616	928
562, 563, 568	Women's clothing, specialty stores....	205	21,775	2,861	1,206	1,062	168	16,192	1,820
562	Ready-to-wear stores ⁵	147	20,337	2,755	1,148	1,014	119	13,703	1,554
565	Family clothing stores ⁵	41	4,729	621	294	252	25	2,369	239
566	Shoe stores.....	93	8,196	1,019	399	334	69	7,499	839
564, 569	Other apparel stores.....	33	1,650	160	92	85	42	1,300	156
57	Furniture, home furnishings, equipment stores.....	475	51,984	6,886	2,464	1,991	406	30,209	4,011
5712	Furniture stores ⁴	166	22,180	3,166	916	887	99	12,277	1,762
5713-15, 19	Other home furnishings stores ⁴	95	5,922	964	683	266	59	3,489	585
572, 573	Household appliance, radio, TV, music stores.....	214	23,882	2,756	865	838	198	13,507	1,664
58	Eating, drinking places.....	1,339	69,161	13,127	7,388	6,515	1,242	51,624	8,448
5812	Eating places.....	859	52,445	11,504	6,591	5,787	711	35,106	6,947
5813	Drinking places.....	480	16,716	1,623	797	728	527	16,386	1,501
591	Drug stores, proprietary stores.....	286	32,436	4,400	2,309	1,921	246	21,937	2,871
59 ex. 591	Other retail stores ⁶	1,165	71,631	7,277	2,764	2,515	907	52,180	4,903
592	Liquor stores.....	161	23,443	1,319	558	527	81	12,012	640
594	Book, stationery stores.....	32	1,665	214	87	74	18	2,032	367
595	Sporting goods, bicycle stores.....	52	1,637	150	52	47	28	900	127
597	Jewelry stores.....	97	6,274	885	288	272	91	5,037	654
5992	Florists.....	84	2,063	317	139	123	75	1,584	209
5996	Camera, photographic supply stores....	16	953	115	35	34	10	556	86
SELECTED SERVICES									
7011, 7012	Hotels.....	236	16,326	4,877	2,284	2,070	250	13,195	3,733
783	Motion picture theaters.....	46	(D)	(D)	(D)	(D)	60	5,747	1,140

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF TAMPA, THE ENTIRE CITY, AND TAMPA-ST. PETERSBURG STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-12.4	35.2	54.4	50.5	60.4
52	Lumber, building materials, hardware, farm equipment dealers.....	(D)	18.2	(D)	32.6	(D)
5251	Hardware stores.....	(D)	-23.7	(D)	-81.1	(D)
52 ex. 5251	Other.....	(D)	32.6	(D)	176.9	(D)
53 part ³	General merchandise group stores ³	-19.5	54.0	532.8	55.0	96.2
531	Department stores.....	(D)	(D)	(D)	58.7	(D)
533	Limited price variety stores.....	-11.0	39.6	213.2	53.2	105.5
539	Other general merchandise stores.....	(D)	(D)	(D)	44.7	(D)
54	Food stores.....	-31.1	37.9	40.1	56.6	58.0
55 ex. 554	Automotive dealers.....	-4.4	34.9	55.9	52.5	65.7
554	Gasoline service stations.....	-65.3	72.4	80.4	74.4	78.0
56	Apparel, accessory stores.....	-5.0	31.1	120.1	39.0	61.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	32.3	(D)	(D)	66.8	-12.4
562, 563, 568	Women's clothing, specialty stores.....	-14.3	(D)	(D)	34.5	58.9
562	Ready-to-wear stores ⁵	19.6	(D)	(D)	48.4	59.6
565	Family clothing stores ⁵	(D)	167.5	(D)	99.6	(D)
566	Shoe stores.....	-35.8	-8.8	64.7	9.3	38.7
564, 569	Other apparel stores.....	(D)	(D)	(D)	26.9	(D)
57	Furniture, home furnishings, equipment stores.....	-37.4	28.9	31.3	72.1	82.9
5712	Furniture stores ⁴	(D)	(D)	(D)	80.7	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	69.7	(D)
572, 573	Household appliance, radio, TV, music stores.....	-29.4	(D)	(D)	76.8	91.0
58	Eating, drinking places.....	-10.4	15.7	21.2	34.0	38.0
5812	Eating places.....	-12.4	34.6	48.2	49.4	55.9
5813	Drinking places.....	-3.0	-14.7	-15.9	2.0	2.3
591	Drug stores, proprietary stores.....	-10.4	21.6	31.9	47.9	56.3
59 ex. 591	Other retail stores ⁶	(D)	21.6	(D)	37.3	(D)
592	Liquor stores.....	(D)	179.9	(D)	95.2	(D)
594	Book, stationery stores.....	(D)	(D)	(D)	-18.1	(D)
595	Sporting goods, bicycle stores.....	...	(D)	(D)	81.9	81.9
597	Jewelry stores.....	7.1	6.5	5.0	24.6	34.7
5992	Florists.....	(D)	0.1	(D)	30.2	(D)
5996	Camera, photographic supply stores.....	(D)	8.9	(D)	71.4	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	39.6	(D)	(D)	23.7	20.4
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF TAMPA AND OF TAMPA-ST. PETERSBURG STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	18.6	28.7	7.9	13.6
52	Lumber, building materials, hardware, farm equipment dealers...	(D)	2.6	(D)	0.9
5251	Hardware stores.....	(D)	6.6	(D)	0.7
52 ex. 5251	Other.....	(D)	1.2	(D)	1.9
53 part ³	General merchandise group stores ³	45.3	86.7	18.5	35.7
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	49.3	77.4	26.1	44.9
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	1.6	3.2	0.7	1.6
55 ex. 554	Automotive dealers.....	24.7	34.8	11.8	18.8
554	Gasoline service stations.....	1.1	5.5	0.5	2.5
56	Apparel, accessory stores.....	51.5	71.1	23.2	34.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	63.4	(D)	33.8	42.6
562, 563, 568	Women's clothing, specialty stores.....	(D)	77.4	21.3	33.4
562	Ready-to-wear stores ⁵	(D)	72.2	22.5	27.9
565	Family clothing stores ⁵	18.3	(D)	9.0	(D)
566	Shoe stores.....	51.5	73.2	23.2	39.5
564, 569	Other apparel stores.....	(D)	(D)	(D)	23.3
57	Furniture, home furnishings, equipment stores.....	8.7	16.7	3.3	9.0
5712	Furniture stores ⁴	(D)	(D)	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	22.4	4.7	11.8
58	Eating, drinking places.....	13.6	17.6	5.5	8.2
5812	Eating places.....	14.6	22.4	5.6	9.5
5813	Drinking places.....	11.2	9.8	5.3	5.6
591	Drug stores, proprietary stores.....	17.9	24.3	7.7	12.7
59 ex. 591	Other retail stores ⁶	(D)	25.4	(D)	11.2
592	Liquor stores.....	(D)	28.4	(D)	8.4
594	Book, stationery stores.....	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)
597	Jewelry stores.....	69.3	68.9	31.6	36.8
5992	Florists.....	(D)	22.6	(D)	10.9
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF TAMPA, THE ENTIRE CITY, AND TAMPA-ST. PETERSBURG STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	(D)	0.6	5.3	6.1	7.3	8.2
5251	Hardware stores.....	(D)	0.4	0.9	1.6	0.9	6.9
52 ex. 5251	Other.....	(D)	0.2	4.4	4.5	6.4	1.3
53 part ³	General merchandise group stores ³	33.5	36.5	13.8	12.1	14.3	13.9
531	Department stores.....	(D)	(D)	(D)	8.5	7.3	7.0
533	Limited price variety stores.....	7.8	7.7	2.9	2.8	2.4	2.3
539	Other general merchandise stores.....	(D)	(D)	(D)	0.7	4.4	4.6
54	Food stores.....	1.9	2.5	22.9	22.5	22.5	21.6
55 ex. 554	Automotive dealers.....	28.3	25.9	21.3	21.4	18.9	18.7
554	Gasoline service stations.....	0.4	1.1	7.4	5.8	6.9	6.0
56	Apparel, accessory stores.....	15.5	14.3	5.6	5.8	5.3	5.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5.2	3.5	1.5	(D)	1.2	1.1
562, 563, 568	Women's clothing, specialty stores.....	6.5	6.6	(D)	2.5	2.4	2.7
562	Ready-to-wear stores ⁵	6.4	4.7	(D)	1.9	2.2	2.3
565	Family clothing stores ⁵	0.6	(D)	0.6	0.3	0.5	0.4
566	Shoe stores.....	2.7	3.6	1.0	1.4	0.9	1.2
564, 569	Other apparel stores.....	(D)	0.4	(D)	(D)	0.2	0.2
57	Furniture, home furnishings, equipment stores.....	2.4	3.3	5.1	5.7	5.7	5.0
5712	Furniture stores ⁴	(D)	(D)	2.5	(D)	2.5	2.0
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	(D)	0.7	0.6
572, 573	Household appliance, radio, TV, music stores.....	1.6	1.9	(D)	2.5	2.6	2.2
58	Eating, drinking places.....	5.3	5.2	7.3	8.5	7.6	8.6
5812	Eating places.....	4.1	4.1	5.2	5.2	5.8	5.8
5813	Drinking places.....	1.2	1.1	2.1	3.3	1.8	2.7
591	Drug stores, proprietary stores.....	3.5	3.4	3.6	4.0	3.6	3.6
59 ex. 591	Other retail stores ⁶	(D)	7.2	7.7	8.1	7.9	8.7
592	Liquor stores.....	(D)	1.2	2.6	1.2	2.6	2.0
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	0.2	0.3
595	Sporting goods, bicycle stores.....	(D)	(D)	0.2	0.1
597	Jewelry stores.....	2.8	2.3	0.7	0.9	0.7	0.8
5992	Florists.....	(D)	0.2	0.2	0.3	0.2	0.3
5996	Camera, photographic supply stores....	(D)	(D)	0.1	0.1	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE TAMPA-ST. PETERSBURG STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.--Includes the planned center known as "Britton Plaza Shopping Center" and the stores on South Dale Mabry Hwy. in the 3800-4100 blocks

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	30	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	8,506	56	Apparel, accessory stores ²	8
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	5	562-3, 568	Women's clothing, specialty stores.....	2
	Sales.....(\$1,000)...	3,137	562	Ready-to-wear stores ²	2
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ²
56, 57	Number.....	14	566	Shoe stores.....	3
	Sales.....(\$1,000)...	3,862	564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	11	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	1,507	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	30	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	2
			5992	Florists.....	...
54	Food stores.....	2	5996	Camera, photographic supply stores.....	1

MRC No. 2.--Includes the planned centers known as "Dale Mabry Shopping Center" and "Henderson Blvd. Shopping Center" and the stores on Dale Mabry from San Miguel to Swann Ave., and on Henderson Blvd. from Dale Mabry to Swann Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	66	554	Gasoline service stations.....	8
	Sales.....(\$1,000)...	14,595	56	Apparel, accessory stores ²	13
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	14	562-3, 568	Women's clothing, specialty stores.....	6
	Sales.....(\$1,000)...	7,087	562	Ready-to-wear stores ²	4
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ²
56, 57	Number.....	28	566	Shoe stores.....	3
	Sales.....(\$1,000)...	4,703	564, 569	Other apparel stores.....	2
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	10
	Number.....	24	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	2,825	5713-15, 19	Other home furnishings stores.....	6
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ³	66	58	Eating, drinking places.....	7
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	7
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	10
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
			5992	Florists.....	2
54	Food stores.....	4	5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1968—MAJOR RETAIL CENTERS IN THE TAMPA-ST. PETERSBURG STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Northgate Shopping Center" and the stores on North Florida Ave. from Yukon St. to Linebaugh Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	5
	Number.....	41	554	Gasoline service stations.....	7
	Sales.....(\$1,000)...	18,911	56	Apparel, accessory stores ²	6
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Number.....	9	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	7,334	562	Ready-to-wear stores ⁵	1
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	14	566	Shoe stores.....	2
	Sales.....(\$1,000)...	7,113	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
52, 55, 599	Number.....	18	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	4,464	5713-15,19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	41	58	Eating, drinking places.....	4
	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	3
	5251 Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³ 531	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	6
	Department stores.....	2	592	Liquor stores.....	1
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
54			597	Jewelry stores.....	2
	Food stores.....	4	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 4.—Includes the planned center known as "Central Plaza Shopping Center" and the stores on Central Ave. from 24th St. to 37th St. North and on 34th St. from 4th Ave. South to 3rd Ave. North (St. Petersburg)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	5
	Number.....	85	554	Gasoline service stations.....	10
	Sales.....(\$1,000)...	27,356	56	Apparel, accessory stores ²	12
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ³ 56, 57	Number.....	24	562-3, 568	Women's clothing, specialty stores.....	6
	Sales.....(\$1,000)...	8,913	562	Ready-to-wear stores ⁵	5
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	27	566	Shoe stores.....	4
	Sales.....(\$1,000)...	11,019	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	10
52, 55, 599	Number.....	34	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	7,424	5713-15,19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ³	85	58	Eating, drinking places.....	15
	Lumber, building materials, hardware, farm equipment dealers.....	4	5812	Eating places.....	10
	5251 Hardware stores.....	...	5813	Drinking places.....	5
52 ex. 5251	Other.....	4	591	Drug stores, proprietary stores.....	5
53 part ³ 531	General merchandise group stores ^{2 3}	5	59 ex. 591	Other retail stores ⁶	15
	Department stores.....	3	592	Liquor stores.....	4
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
54			597	Jewelry stores.....	4
	Food stores.....	4	5992	Florists.....	2
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE TAMPA-ST. PETERSBURG STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5--Includes the planned center known as "Cross Roads Shopping Center" on Tyrone Blvd. from 18th Ave. North to 22nd Ave. North (St. Petersburg)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	15			
	Sales.....(\$1,000)...	4,743	554	Gasoline service stations.....	...
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	5
	Number.....	4	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores.....	1
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	1
56, 57	Number.....	9	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	1,847	566	Shoe stores.....	4
			564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	2			
	Sales.....(\$1,000)...	(D)	5712	Furniture stores.....	...
		Number of establishments	5713-15, 19	Other home furnishings stores.....	...
			572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	15	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	1
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	2	5996	Camera, photographic supply stores.....	...

MRC No. 6.--Includes the stores in the area bounded by 9th St., 3rd Ave. South, 1st St. South, Central Ave., Bayshore Drive, 5th Ave.--includes stores on both sides of the boundary streets (St. Petersburg)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	5
	Number.....	329			
	Sales.....(\$1,000)...	99,224	554	Gasoline service stations.....	4
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	95
	Number.....	94	561, 567	Men's, boys' apparel stores, custom tailors.....	21
	Sales.....(\$1,000)...	21,988	562-3, 568	Women's clothing, specialty stores.....	45
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	36
56, 57	Number.....	140	565	Family clothing stores ⁵	5
	Sales.....(\$1,000)...	68,837	566	Shoe stores.....	17
			564, 569	Other apparel stores.....	5
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	27
	Number.....	95			
	Sales.....(\$1,000)...	8,399	5712	Furniture stores.....	5
		Number of establishments	5713-15, 19	Other home furnishings stores.....	7
			572, 5732	Household appliance, radio, TV, music stores.....	15
	Retail stores, total ³	329	58	Eating, drinking places.....	70
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	54
5251	Hardware stores.....	2	5813	Drinking places.....	16
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	9
53 part ³	General merchandise group stores ^{2 3}	18	59 ex. 591	Other retail stores ⁶	87
531	Department stores.....	4	592	Liquor stores.....	9
533	Limited price variety stores.....	4	594	Book, stationery stores.....	4
539	Other general merchandise stores.....	10	595	Sporting goods, bicycle stores.....	4
			597	Jewelry stores.....	18
			5992	Florists.....	6
54	Food stores.....	11	5996	Camera, photographic supply stores.....	3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE TAMPA-ST. PETERSBURG STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 7.—Includes the stores in the area bounded by 8th Ave., 24th St., 6th Ave., and Nebraska Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	113	554	Gasoline service stations.....	7
	Sales.....(\$1,000).. ⁴	14,151			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	24
	Number.....	36	561, 567	Men's, boys' apparel stores, custom tailors.....	7
	Sales.....(\$1,000).. ⁴	5,063	562-3, 568	Women's clothing, specialty stores.....	7
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	6
56, 57	Number.....	48	565	Family clothing stores ⁵	4
	Sales.....(\$1,000).. ⁴	6,317	566	Shoe stores.....	5
			564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	17
	Number.....	29		Furniture stores.....	12
	Sales.....(\$1,000).. ⁴	2,771	5712	Other home furnishings stores.....	1
		Number of establishments	5713-15, 19	Household appliance, radio, TV, music stores.....	4
			572, 5732		
	Retail stores, total ³	113	58	Eating, drinking places.....	16
52	Lumber, building materials, hardware, farm equipment dealers.....	7	5812	Eating places.....	9
5251	Hardware stores.....	3	5813	Drinking places.....	7
52 ex. 5251	Other.....	4	591	Drug stores, proprietary stores.....	4
53 part ³	General merchandise group stores ^{2 3}	7	59 ex. 591	Other retail stores ⁶	13
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	2	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	4	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	2
54	Food stores.....	16	5992	Florists.....	2
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE



CENTRAL BUSINESS DISTRICT STATISTICS

Toledo, Ohio, Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

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GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Toledo, Ohio, Area—BC58-CBD88

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

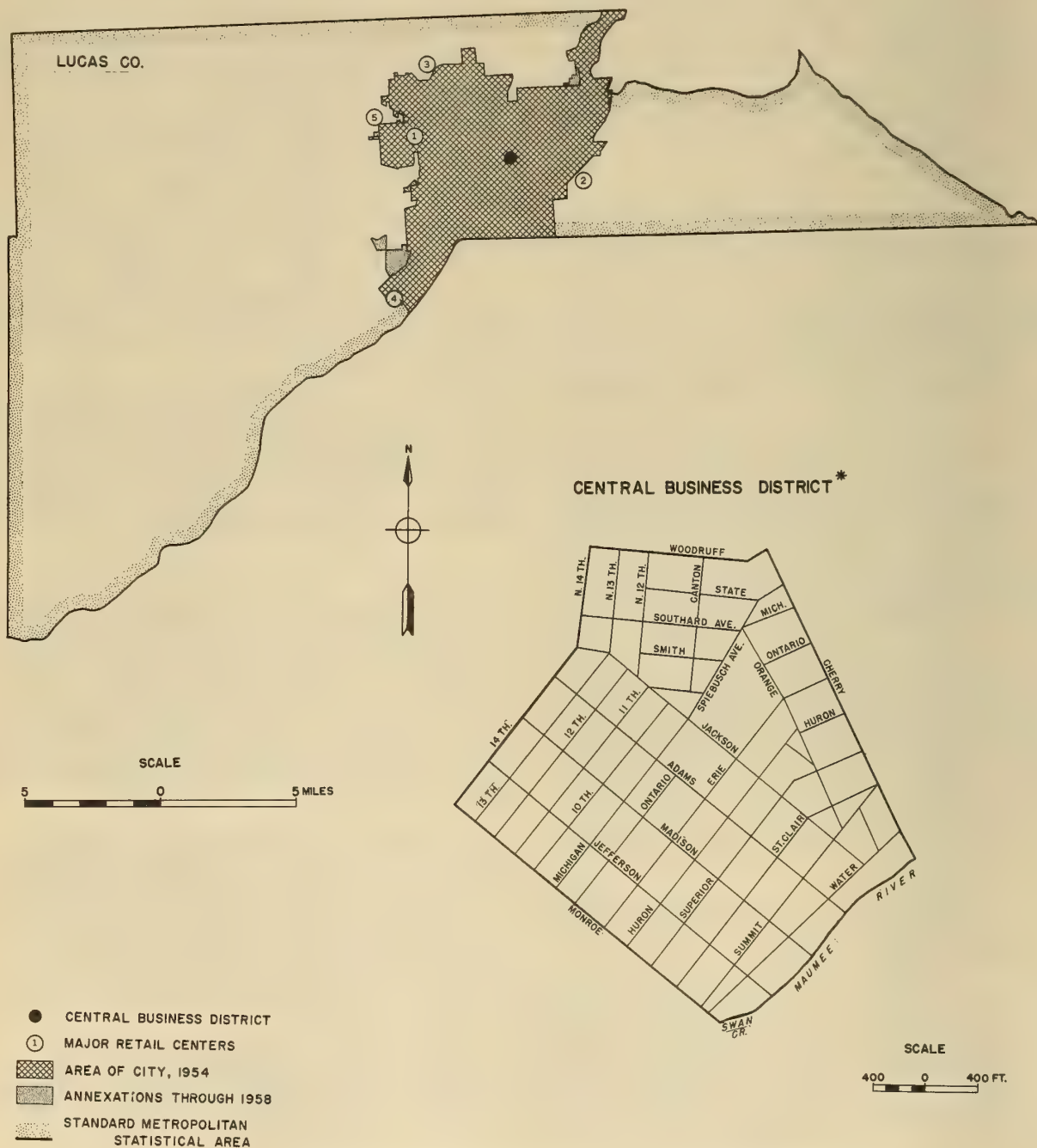
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

TOLEDO, OHIO

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



*CONSISTS OF TRACT 28

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF TOLEDO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	480	121,213	20,941	7,039	5,690	539	136,644	25,674
52	Lumber, building materials, hardware, farm equipment dealers.....	9	1,617	288	82	76	10	2,604	446
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	7	(D)	(D)	(D)	(D)	10	2,604	446
53 part ²	General merchandise group stores ^{2 3}	16	54,733	10,057	3,382	2,511	19	59,152	11,699
531	Department stores.....	5	51,689	9,373	3,109	2,326	5	54,344	10,682
533	Limited price variety stores.....	5	(D)	(D)	(D)	(D)	8	4,599	985
539	Other general merchandise stores.....	6	(D)	(D)	(D)	(D)	6	209	32
54	Food stores.....	26	5,855	512	176	140	34	4,755	521
55 ex. 554	Automotive dealers.....	16	9,342	1,195	251	241	19	13,481	1,704
554	Gasoline service stations.....	9	1,065	79	30	26	5	315	48
56	Apparel, accessory stores.....	103	14,510	2,449	812	676	129	18,614	3,151
561, 567	Men's, boys' apparel stores, custom tailors ⁴	29	4,982	1,003	265	225	27	5,692	1,166
562, 563, 568	Women's clothing, specialty stores....	36	5,377	859	349	301	35	5,814	979
562	Ready-to-wear stores ⁵	26	4,416	677	279	239	23	5,369	906
565	Family clothing stores ⁵	8	1,137	169	65	53	8	1,745	256
566	Shoe stores.....	26	2,647	366	112	79	38	4,152	530
564, 569	Other apparel stores.....	4	367	52	21	18	17	1,129	220
57	Furniture, home furnishings, equipment stores.....	43	8,952	1,408	429	395	49	10,869	2,402
5712	Furniture stores ⁴	14	5,318	889	268	257	18	6,705	1,601
5713-15, 19	Other home furnishings stores ⁴	9	491	57	14	13	8	631	97
572, 573	Household appliance, radio, TV, music stores.....	20	3,143	462	147	125	19	3,481	704
58	Eating, drinking places.....	125	8,376	2,353	1,089	939	126	9,104	2,751
5812	Eating places.....	81	6,535	1,989	923	778	75	6,727	2,186
5813	Drinking places.....	44	1,841	364	166	161	51	2,377	565
591	Drug stores, proprietary stores.....	15	3,664	575	180	149	19	3,643	621
59 ex. 591	Other retail stores ⁶	118	13,099	2,025	608	537	129	14,107	2,331
592	Liquor stores.....	3	1,177	40	11	11	4	2,719	64
594	Book, stationery stores.....	10	847	229	66	52	8	657	192
595	Sporting goods, bicycle stores.....	1	(D)	(D)	(D)	(D)	3	(D)	93
597	Jewelry stores.....	34	5,417	981	247	235	27	5,359	1,086
5992	Florists.....	2	(D)	(D)	(D)	(D)	3	(D)	29
5996	Camera, photographic supply stores....	4	(D)	(D)	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	19	4,115	1,546	671	650	20	4,571	1,542
783	Motion picture theaters.....	10	1,480	440	184	163	9	1,755	540

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$4,430,000 of which \$2,000,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

TOLEDO, OHIO, AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF TOLEDO

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,251	431,844	53,742	18,686	14,928	3,377	433,088	57,339
52	Lumber, building materials, hardware, farm equipment dealers.....	166	20,683	2,892	675	598	146	22,006	3,336
5251	Hardware stores.....	71	5,982	727	205	155	74	5,289	653
52 ex. 5251	Other.....	95	14,701	2,165	470	443	72	16,717	2,683
53 part ²	General merchandise group stores ^{2 3}	74	63,024	11,181	3,883	2,903	85	67,810	12,707
531	Department stores.....	8	(D)	(D)	(D)	(D)	8	58,732	11,190
533	Limited price variety stores.....	27	5,858	1,172	523	362	40	7,134	1,355
539	Other general merchandise stores.....	23	(D)	(D)	(D)	(D)	37	1,944	162
54	Food stores.....	584	106,378	7,371	2,767	1,826	712	93,902	7,060
55 ex. 554	Automotive dealers.....	156	68,448	7,109	1,418	1,367	137	79,467	7,800
554	Gasoline service stations.....	369	29,871	2,481	920	747	323	23,955	2,118
56	Apparel, accessory stores.....	222	24,742	3,862	1,340	1,050	274	27,462	4,144
561, 567	Men's, boys' apparel stores, custom tailors ⁴	49	7,387	1,343	365	293	50	8,439	1,494
562, 563, 568	Women's clothing, specialty stores....	80	8,666	1,283	548	455	99	9,005	1,358
562	Ready-to-wear stores ⁵	51	7,088	1,057	453	377	53	7,238	1,144
565	Family clothing stores ⁵	17	2,095	299	106	93	19	(D)	341
566	Shoe stores.....	59	5,777	830	271	173	69	(D)	(D)
564, 569	Other apparel stores.....	13	805	107	50	36	29	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	220	23,568	3,463	1,037	930	243	26,819	4,605
5712	Furniture stores ⁴	68	11,763	1,948	589	548	53	12,090	2,552
5713-15, 19	Other home furnishings stores ⁴	55	2,659	343	106	82	49	2,970	526
572, 573	Household appliance, radio, TV, music stores.....	97	9,146	1,172	342	300	115	11,525	1,527
58	Eating, drinking places.....	922	41,601	8,906	4,481	3,791	879	40,298	9,052
5812	Eating places.....	500	26,087	6,553	3,325	2,783	459	23,796	6,037
5813	Drinking places.....	422	15,514	2,353	1,156	1,008	420	16,502	3,015
591	Drug stores, proprietary stores.....	126	19,163	2,628	957	680	137	17,232	2,382
59 ex. 591	Other retail stores ⁶	412	34,366	3,849	1,208	1,036	441	34,137	4,135
592	Liquor stores.....	59	10,184	320	115	98	71	9,444	(D)
594	Book, stationery stores.....	17	(D)	304	90	73	14	(D)	(D)
595	Sporting goods, bicycle stores.....	17	1,242	180	50	40	10	848	124
597	Jewelry stores.....	52	5,757	1,021	251	231	48	6,136	1,165
5992	Florists.....	43	2,274	446	150	117	34	1,709	323
5996	Camera, photographic supply stores....	5	(D)	(D)	(D)	(D)	7	1,081	150
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	51	6,230	(D)	(D)	(D)	49	6,621	2,227
783	Motion picture theaters.....	21	1,999	567	273	215	21	2,270	652

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
TOLEDO STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	4,062	550,140	65,786	23,179	18,193	3,953	498,453	63,636
52	Lumber, building materials, hardware, farm equipment dealers.....	242	29,129	3,945	963	842	203	27,495	3,921
5251	Hardware stores.....	97	7,988	955	270	203	96	6,963	815
52 ex. 5251	Other.....	145	21,141	2,990	693	639	105	20,524	3,106
53 part ²	General merchandise group stores ^{2 3}	93	77,662	13,178	4,749	3,486	102	68,986	12,793
531	Department stores.....	10	62,198	10,924	3,744	2,821	8	58,732	11,190
533	Limited price variety stores.....	33	7,778	1,458	658	435	45	7,575	1,396
539	Other general merchandise stores.....	34	(D)	796	347	230	49	2,679	207
54	Food stores.....	732	147,151	9,832	3,702	2,361	824	118,708	8,685
55 ex. 554	Automotive dealers.....	207	81,094	8,372	1,735	1,663	179	87,597	8,592
554	Gasoline service stations.....	516	44,335	3,745	1,374	1,112	418	33,691	2,950
56	Apparel, accessory stores.....	260	28,640	4,383	1,544	1,182	297	29,254	4,387
561, 567	Men's, boys' apparel stores, custom tailors.....	58	8,324	1,455	411	314	54	8,692	1,517
562, 563, 568	Women's clothing, specialty stores....	96	10,192	1,547	647	528	105	9,607	1,450
562	Ready-to-wear stores ²	62	8,391	1,298	535	441	59	7,820	1,236
565	Family clothing stores ⁵	20	2,235	315	112	99	23	3,281	452
566	Shoe stores.....	68	6,994	947	318	201	71	5,765	695
564, 569	Other apparel stores.....	14	(D)	119	56	40	32	1,655	273
57	Furniture, home furnishings, equipment stores.....	270	29,538	4,168	1,182	1,054	273	29,813	5,009
5712	Furniture stores ⁴	78	14,139	2,287	649	598	59	13,815	2,854
5713-15, 19	Other home furnishings stores ⁴	70	3,629	500	136	107	52	3,060	532
572, 573	Household appliance, radio, TV, music stores.....	122	11,770	1,381	397	349	132	12,638	1,623
58	Eating, drinking places.....	1,086	50,002	10,772	5,465	4,570	1,013	46,264	10,343
5812	Eating places.....	605	32,349	8,137	4,170	3,456	537	27,773	6,982
5813	Drinking places.....	481	17,653	2,635	1,295	1,114	476	18,491	3,361
591	Drug stores, proprietary stores.....	141	22,226	3,052	1,088	758	146	18,567	2,519
59 ex. 591	Other retail stores ⁶	515	40,363	4,339	1,377	1,165	498	38,078	4,437
592	Liquor stores.....	72	11,914	386	157	116	76	10,165	239
594	Book, stationery stores.....	19	1,317	304	90	73	15	(D)	(D)
595	Sporting goods, bicycle stores.....	28	1,433	184	54	43	14	917	(D)
597	Jewelry stores.....	63	6,292	1,082	279	256	54	6,339	1,188
5992	Florists.....	53	2,550	465	158	121	37	1,779	331
5996	Camera, photographic supply stores....	5	(D)	(D)	(D)	(D)	7	1,081	150
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	55	6,273	2,258	1,028	984	49	6,621	2,227
783	Motion picture theaters.....	30	2,850	743	369	283	26	2,962	746

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF TOLEDO, THE ENTIRE CITY, AND TOLEDO STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
RETAIL STORES						
	Retail stores, total ²	11.3	-0.3	4.8	10.4	18.6
52	Lumber, building materials, hardware, farm equipment dealers.....	-37.9	-6.0	-1.7	5.9	10.5
5251	Hardware stores.....	(D)	13.1	(D)	14.7	(D)
52 ex. 5251	Other.....	(D)	-12.1	(D)	3.0	(D)
53 part ²	General merchandise group stores ^{2 3}	-7.5	-7.1	4.2	12.6	133.1
531	Department stores.....	-4.9	(D)	(D)	5.9	139.5
533	Limited price variety stores.....	(D)	-17.9	(D)	2.7	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	23.1	13.3	12.8	24.0	24.0
55 ex. 554	Automotive dealers.....	-30.7	-13.9	-10.2	-7.4	-3.2
554	Gasoline service stations.....	238.1	24.7	21.9	31.6	29.6
56	Apparel, accessory stores.....	-22.1	-9.9	15.1	-2.1	32.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-12.5	-12.5	-12.5	-4.2	11.4
562, 563, 568	Women's clothing, specialty stores.....	-7.5	-3.8	3.1	6.1	26.9
562	Ready-to-wear stores ⁵	-17.8	-2.1	43.0	7.0	60.9
565	Family clothing stores ⁵	-34.9	(D)	(D)	-31.9	-28.5
566	Shoe stores.....	-36.3	(D)	(D)	21.3	169.5
564, 569	Other apparel stores.....	-67.5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-17.6	-12.1	-8.4	-0.9	8.7
5712	Furniture stores ⁴	-20.7	-2.7	19.7	2.3	24.1
5713-15, 19	Other home furnishings stores ⁴	-22.2	-10.5	-7.3	12.1	29.2
572, 573	Household appliance, radio, TV, music stores.....	-9.7	-20.6	-25.4	-6.9	-5.8
58	Eating, drinking places.....	-8.0	3.2	6.5	8.1	12.0
5812	Eating places.....	-2.9	9.6	14.5	16.5	22.7
5813	Drinking places.....	-22.6	-6.0	-3.2	-4.5	-1.9
591	Drug stores, proprietary stores.....	0.6	11.2	14.1	19.7	24.4
59 ex. 591	Other retail stores ⁶	-7.2	0.7	6.2	6.0	13.7
592	Liquor stores.....	-56.7	7.8	33.9	17.2	44.2
594	Book, stationery stores.....	1.1	-6.2	-56.3	-0.7	-10.7
595	Sporting goods, bicycle stores.....	28.9	(D)	(D)	(D)	(D)
597	Jewelry stores.....	(D)	46.5	(D)	56.3	(D)
5992	Florists.....	(D)	33.1	(D)	43.3	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES						
7011, 7012	Hotels.....	-45.1	-5.9	81.6	-5.3	83.7
783	Motion picture theaters.....	-15.7	-11.9	0.8	-3.8	13.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF TOLEDO AND OF TOLEDO STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	28.1	31.6	22.0	27.4
52	Lumber, building materials, hardware, farm equipment dealers...	7.8	11.8	5.6	9.5
5251	Hardware stores.....	(D)	...	(D)	...
52 ex. 5251	Other.....	(D)	15.6	(D)	12.7
53 part ²	General merchandise group stores ^{2 3}	86.8	87.2	70.4	85.7
531	Department stores.....	(D)	92.5	83.1	92.5
533	Limited price variety stores.....	(D)	64.5	(D)	60.7
539	Other general merchandise stores.....	(D)	10.8	(D)	7.8
54	Food stores.....	5.5	5.1	4.0	4.0
55 ex. 554	Automotive dealers.....	13.6	16.7	11.5	15.4
554	Gasoline service stations.....	3.6	1.3	2.4	0.9
56	Apparel, accessory stores.....	58.6	67.8	50.7	63.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	67.4	67.4	59.9	65.5
562, 563, 568	Women's clothing, specialty stores.....	62.0	64.6	52.8	60.5
562	Ready-to-wear stores ⁵	62.3	74.2	52.6	68.5
565	Family clothing stores ⁵	54.3	(D)	50.9	53.2
566	Shoe stores.....	45.8	(D)	37.8	72.0
564, 569	Other apparel stores.....	45.6	(D)	(D)	68.2
57	Furniture, home furnishings, equipment stores.....	38.0	40.5	30.3	36.5
5712	Furniture stores ⁴	45.2	55.5	37.6	48.5
5713-15, 19	Other home furnishings stores ⁴	18.5	21.2	13.5	20.6
572, 573	Household appliance, radio, TV, music stores.....	34.4	30.2	26.7	27.5
58	Eating, drinking places.....	20.1	22.6	16.8	19.7
5812	Eating places.....	25.1	28.3	20.2	24.2
5813	Drinking places.....	11.9	14.4	10.4	12.9
591	Drug stores, proprietary stores.....	19.1	21.1	16.5	19.6
59 ex. 591	Other retail stores ⁶	38.1	41.3	32.5	37.0
592	Liquor stores.....	11.6	28.8	9.9	26.7
594	Book, stationery stores.....	5.9	87.3	86.1	84.5
595	Sporting goods, bicycle stores.....	(D)	(D)	64.3	(D)
597	Jewelry stores.....	(D)	(D)	(D)	(D)
5992	Florists.....	(D)	(D)	(D)	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA). Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF TOLEDO, THE ENTIRE CITY, AND TOLEDO STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.3	1.9	4.8	5.1	5.3	5.5
5251	Hardware stores.....	(D)	...	1.4	1.2	1.5	1.4
52 ex. 5251	Other.....	(D)	1.9	3.4	3.9	3.8	4.1
53 part ²	General merchandise group stores ^{2 3}	45.1	43.3	14.6	15.7	14.1	13.8
531	Department stores.....	42.6	39.8	(D)	13.6	11.3	11.8
533	Limited price variety stores.....	(D)	3.4	1.4	1.6	1.4	1.5
539	Other general merchandise stores.....	(D)	0.1	(D)	0.5	(D)	0.5
54	Food stores.....	4.8	3.5	24.6	21.7	26.8	23.8
55 ex. 554	Automotive dealers.....	7.8	9.9	15.9	18.3	14.7	17.6
554	Gasoline service stations.....	0.9	0.2	6.9	5.5	8.1	6.8
56	Apparel, accessory stores.....	12.0	13.6	5.7	6.3	5.2	5.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.1	4.2	1.7	1.9	1.5	1.7
562, 563, 568	Women's clothing, specialty stores....	4.5	4.3	2.0	2.1	1.9	1.9
562	Ready-to-wear stores ⁵	3.6	3.9	1.6	1.7	1.5	1.6
563	Family clothing stores ⁵	1.0	1.3	0.5	(D)	0.4	0.7
566	Shoe stores.....	2.1	3.0	1.3	(D)	1.3	1.2
564, 569	Other apparel stores.....	0.3	0.8	0.2	(D)	(D)	0.3
57	Furniture, home furnishings, equipment stores.....	7.4	8.0	5.5	6.2	5.4	5.9
5712	Furniture stores ⁴	4.4	4.9	2.7	2.8	2.6	2.8
5713-15, 19	Other home furnishings stores ⁴	0.4	0.5	0.6	0.7	0.7	0.6
572, 573	Household appliance, radio, TV, music stores.....	2.6	2.5	2.1	2.7	2.1	2.5
58	Eating, drinking places.....	6.9	6.7	9.6	9.3	9.1	9.3
5812	Eating places.....	5.3	4.9	6.0	5.5	5.9	5.6
5813	Drinking places.....	1.6	1.8	3.6	3.8	3.2	3.7
591	Drug stores, proprietary stores.....	3.0	2.7	4.4	4.0	4.0	3.7
59 ex. 591	Other retail stores ⁶	10.9	10.3	8.0	7.9	7.3	7.7
592	Liquor stores.....	0.9	2.0	2.4	2.2	2.2	2.0
594	Book, stationery stores.....	4.5	3.9	1.3	1.4	1.1	1.3
595	Sporting goods, bicycle stores.....	0.7	0.5	(D)	(D)	0.2	(D)
597	Jewelry stores.....	(D)	(D)	0.3	0.2	0.3	0.2
5992	Florists.....	(D)	(D)	(NA)	0.4	0.5	0.4
5996	Camera, photographic supply stores....	(D)	(D)	(NA)	0.2	(D)	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE TOLEDO STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as Colony Shopping Center on West Central Ave. from Kelly Ave., Bernice Ave. to Northwood Ave., and along Monroe St. from Oatis St. to Northwood Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	2
	Number.....	38	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	11,182	56	Apparel, accessory stores ¹	11
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Number.....	10	562-3, 568	Women's clothing, specialty stores....	3
	Sales.....(\$1,000)...	5,577	562	Ready-to-wear stores ⁵	2
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵
56, 57	Number.....	17	566	Shoe stores.....	3
	Sales.....(\$1,000)...	4,490	564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	11	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	1,115	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ²	38	58	Eating, drinking places.....	5
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	5
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	1
54	Food stores.....	4	5996	Camera, photographic supply stores....	...

MRC No. 2.—Includes the stores on Main St. from Front St. to Sixth St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	5
	Number.....	40	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	7,335	56	Apparel, accessory stores ¹	3
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	13	562-3, 568	Women's clothing, specialty stores....	...
	Sales.....(\$1,000)...	1,100	562	Ready-to-wear stores ⁵
53 part, ²	Shopping goods stores: ²		565	Family clothing stores ⁵
56, 57	Number.....	15	566	Shoe stores.....	3
	Sales.....(\$1,000)...	2,013	564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	5
	Number.....	12	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	4,222	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ²	40	58	Eating, drinking places.....	11
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	7
5251	Hardware stores.....	1	5813	Drinking places.....	4
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	7	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	5	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	1	5996	Camera, photographic supply stores....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

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Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE TOLEDO STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as Miracle Mile Town and Country Shopping Center at the intersection of Jackman Rd. and Laskey Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	3
	Number.....	35	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	12,350	56	Apparel, accessory stores ¹	11
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	4
	Number.....	8	562	Ready-to-wear stores ³	3
	Sales.....(\$1,000)...	6,294	565	Family clothing stores ⁵
			566	Shoe stores.....	4
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	1
	Number.....	19	57	Furniture, home furnishings, equipment stores.....	5
	Sales.....(\$1,000)...	4,815	5712	Furniture stores.....	2
			5713-15, 19	Other home furnishings stores.....	2
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	1
	Number.....	8	58	Eating, drinking places.....	3
	Sales.....(\$1,000)...	1,241	5812	Eating places.....	2
			5813	Drinking places.....	1
5251	Retail stores, total ²	35	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	2	59 ex. 591	Other retail stores ⁶	2
	Hardware stores.....	...	592	Liquor stores.....	1
	Other.....	2	594	Book, stationery stores.....	...
53 part ² 531	General merchandise group stores ^{1 2}	3	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	...
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	1	5996	Camera, photographic supply stores.....	...
539	Food stores.....	4			

MRC No. 4.—Includes the planned center known as Parkway Plaza Shopping Center at the intersection of Detroit Ave. and Anthony Wayne Trail

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	17	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	8,145	56	Apparel, accessory stores ¹	7
			561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ² 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	4
	Number.....	4	562	Ready-to-wear stores ³	4
	Sales.....(\$1,000)...	(D)	565	Family clothing stores ⁵
			566	Shoe stores.....	...
52, 55, 599	Shopping goods stores: ²		564, 569	Other apparel stores.....	1
	Number.....	12	57	Furniture, home furnishings, equipment stores.....	3
	Sales.....(\$1,000)...	4,187	5712	Furniture stores.....	2
			5713-15, 19	Other home furnishings stores.....	1
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	...
	Number.....	1	58	Eating, drinking places.....	...
	Sales.....(\$1,000)...	(D)	5812	Eating places.....	...
			5813	Drinking places.....	...
5251	Retail stores, total ²	17	591	Drug stores, proprietary stores.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	...	59 ex. 591	Other retail stores ⁶	1
	Hardware stores.....	...	592	Liquor stores.....	...
	Other.....	...	594	Book, stationery stores.....	...
52 ex. 5251	General merchandise group stores ^{1 2}	2	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	...
	Limited price variety stores.....	1	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	1
539	Food stores.....	3			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.
¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.
²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
³Limited to "employer" establishments.
⁴Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE TOLEDO STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.—Includes the planned center known as Westgate Shopping Center at the intersection of Secor Rd. and West Central Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	33	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	13,666			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ¹	13
	Number.....	6	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	4,481	562-3, 568	Women's clothing, specialty stores.....	6
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³	4
56, 57	Number.....	18	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	8,257	566	Shoe stores.....	5
			564, 569	Other apparel stores.....	...
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	9	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	928	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	33	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	3
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

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CENTRAL BUSINESS DISTRICT STATISTICS

Trenton, N.J., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

TRENTON, N. J.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF TRENTON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	486	76,481	11,868	4,207	3,595	538	74,614	10,588
52	Lumber, building materials, hardware, farm equipment dealers.....	9	774	117	41	38	11	1,064	162
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)	4	229	23
52 ex. 5251	Other.....	7	(D)	(D)	(D)	(D)	7	835	139
53 part ³	General merchandise group stores ³	15	26,771	4,434	1,606	1,358	21	22,095	2,723
531	Department stores.....	4	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	4	3,183	610	286	201	4	(D)	(D)
539	Other general merchandise stores.....	7	(D)	(D)	(D)	(D)	14	3,427	1,796
54	Food stores.....	51	4,275	404	163	127	68	5,185	482
55 ex. 554	Automotive dealers.....	7	1,420	165	38	38	7	1,021	114
554	Gasoline service stations.....	8	1,580	62	21	17	9	608	69
56	Apparel, accessory stores.....	122	19,538	3,004	1,106	911	157	20,098	2,867
561, 567	Men's, boys' apparel stores, custom tailors ⁴	32	3,846	594	176	151	31	3,675	598
562, 563, 568	Women's clothing, specialty stores....	52	8,126	1,289	508	433	69	10,099	1,460
562	Ready-to-wear stores ⁵	34	7,144	1,144	446	388	31	8,362	1,245
565	Family clothing stores ⁵	8	4,759	776	305	239	4	1,476	204
566	Shoe stores.....	22	2,155	287	85	65	32	3,287	430
564, 569	Other apparel stores.....	6	606	58	32	23	16	1,424	175
57	Furniture, home furnishings, equipment stores.....	65	9,678	1,484	370	348	64	10,693	1,617
5712	Furniture stores ⁴	22	4,495	697	184	169	22	5,376	899
5713-15, 19	Other home furnishings stores ⁴	14	1,266	193	56	54	13	1,390	208
572, 573	Household appliance, radio, TV, music stores.....	29	3,917	594	130	125	25	3,820	510
58	Eating, drinking places.....	105	5,084	1,056	502	445	101	6,374	1,337
5812	Eating places.....	74	3,710	866	416	371	59	3,981	986
5813	Drinking places.....	31	1,374	190	86	74	42	2,393	351
591	Drug stores, proprietary stores.....	8	1,140	154	58	47	11	1,309	207
59 ex. 591	Other retail stores ⁶	96	7,221	988	302	266	89	6,167	1,010
592	Liquor stores.....	15	1,108	75	30	24	6	678	59
594	Book, stationery stores.....	5	479	101	25	21	3	(D)	(D)
595	Sporting goods, bicycle stores.....	4	528	73	22	18	2	(D)	(D)
597	Jewelry stores.....	11	1,263	243	71	69	17	1,442	279
5992	Florists.....	4	104	30	10	10	4	213	25
5996	Camera, photographic supply stores....	4	395	39	11	9	2	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	9	(D)	(D)	(D)	(D)	10	1,936	805
783	Motion picture theaters.....	7	(D)	(D)	(D)	(D)	7	1,628	339

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,589,000, of which \$751,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954

CITY OF TRENTON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	2,301	212,113	24,523	8,654	7,272	2,383	231,885	25,915
52	Lumber, building materials, hardware, farm equipment dealers.....	67	9,032	1,123	296	269	79	12,071	1,660
5251	Hardware stores.....	24	(D)	(D)	(D)	(D)	33	1,865	139
52 ex. 5251	Other.....	43	(D)	(D)	(D)	(D)	46	10,206	1,521
53 part ³	General merchandise group stores ³	100	33,336	5,088	1,946	1,636	75	32,421	4,767
531	Department stores.....	5	(D)	(D)	(D)	(D)	6	(D)	(D)
533	Limited price variety stores.....	26	5,013	890	436	307	15	(D)	(D)
539	Other general merchandise stores.....	37	(D)	(D)	(D)	(D)	54	(D)	1,180
54	Food stores.....	574	48,359	3,178	1,043	746	669	56,280	3,935
55 ex. 554	Automotive dealers.....	70	20,132	2,115	484	470	72	29,923	2,925
554	Gasoline service stations.....	185	11,608	908	351	286	191	12,759	883
56	Apparel, accessory stores.....	211	23,406	3,412	1,269	1,049	250	24,074	3,370
561, 567	Men's, boys' apparel stores, custom tailors ⁴	48	4,753	674	207	175	38	4,126	650
562, 563, 568	Women's clothing, specialty stores.....	94	9,531	1,440	570	489	111	11,083	1,519
562	Ready-to-wear stores ⁵	43	7,901	1,239	487	423	42	8,927	1,299
565	Family clothing stores ⁵	14	5,331	868	338	270	13	(D)	(D)
566	Shoe stores.....	36	2,728	346	102	76	47	3,849	494
564, 569	Other apparel stores.....	15	969	84	52	39	29	2,099	(D)
57	Furniture, home furnishings, equipment stores.....	149	17,848	2,486	651	589	155	18,119	2,384
5712	Furniture stores ⁴	46	6,762	993	277	247	39	8,162	1,209
5713-15, 19	Other home furnishings stores ⁴	49	3,025	435	120	112	31	2,453	369
572, 573	Household appliance, radio, TV, music stores.....	54	8,061	1,058	254	230	57	6,924	806
58	Eating, drinking places.....	539	20,542	3,196	1,607	1,363	519	21,426	3,255
5812	Eating places.....	304	10,672	2,078	1,134	972	257	9,629	1,926
5813	Drinking places.....	235	9,870	1,118	473	391	262	11,797	1,329
591	Drug stores, proprietary stores.....	56	5,346	619	252	188	74	5,916	675
59 ex. 591	Other retail stores ⁶	350	22,504	2,398	755	676	299	18,896	2,061
592	Liquor stores.....	62	5,269	383	129	109	46	5,225	345
594	Book, stationery stores.....	9	643	112	30	26	5	283	36
595	Sporting goods, bicycle stores.....	21	1,067	108	33	29	15	437	(D)
597	Jewelry stores.....	24	1,764	305	85	81	29	1,871	311
5992	Florists.....	32	1,063	177	55	52	24	762	99
5996	Camera, photographic supply stores.....	10	(D)	(D)	(D)	(D)	3	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	10	1,943	751	444	398	14	(D)	(D)
783	Motion picture theaters.....	12	(D)	(D)	(D)	(D)	13	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
TRENTON STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	3,102	350,888	39,094	13,308	10,844	3,015	322,067	34,701
52	Lumber, building materials, hardware, farm equipment dealers.....	124	17,673	2,316	681	630	116	20,544	2,476
5251	Hardware stores.....	42	2,586	295	91	75	45	2,772	253
52 ex. 5251	Other.....	82	15,087	2,021	590	555	71	17,772	2,223
53 part ³	General merchandise group stores ³	123	39,822	5,956	2,338	1,857	101	35,189	5,181
531	Department stores.....	6	28,082	4,326	1,565	1,317	7	23,334	3,082
533	Limited price variety stores.....	31	5,810	1,033	497	341	20	4,897	848
539	Other general merchandise stores.....	54	5,132	597	276	199	72	6,908	1,251
54	Food stores.....	709	87,240	6,029	1,906	1,371	782	74,084	5,298
55 ex. 554	Automotive dealers.....	113	50,218	4,948	1,058	1,026	111	53,216	4,936
554	Gasoline service stations.....	273	20,674	1,645	622	462	268	18,749	1,251
56	Apparel, accessory stores.....	279	28,448	4,082	1,477	1,203	310	27,436	3,703
561, 567	Men's, boys' apparel stores, custom tailors ⁴	69	6,548	938	271	233	50	4,938	746
562, 563, 568	Women's clothing, specialty stores....	118	10,760	1,578	622	531	137	12,206	1,616
562	Ready-to-wear stores ⁵	53	8,500	1,323	521	451	58	9,715	1,389
565	Family clothing stores ⁵	20	5,912	947	360	283	14	2,701	452
566	Shoe stores.....	45	3,458	(D)	(D)	(D)	54	4,177	529
564, 569	Other apparel stores.....	23	1,676	(D)	(D)	(D)	37	2,856	360
57	Furniture, home furnishings, equipment stores.....	186	21,499	2,921	767	694	193	21,962	2,845
5712	Furniture stores ⁴	58	8,869	1,244	344	310	47	9,827	1,420
5713-15, 19	Other home furnishings stores ⁴	60	3,950	565	151	137	38	2,837	429
572, 573	Household appliance, radio, TV, music stores.....	68	8,680	1,112	272	247	74	8,692	996
58	Eating, drinking places.....	714	33,312	5,904	2,843	2,241	647	28,423	4,770
5812	Eating places.....	418	20,203	4,307	2,179	1,723	324	13,979	3,076
5813	Drinking places.....	296	13,109	1,597	664	518	321	14,428	1,694
591	Drug stores, proprietary stores.....	79	8,924	1,131	417	298	85	7,416	915
59 ex. 591	Other retail stores ⁶	502	43,078	4,162	1,199	1,062	402	35,048	3,326
592	Liquor stores.....	92	8,779	658	200	160	56	6,678	431
594	Book, stationery stores.....	19	1,333	165	56	45	10	867	75
595	Sporting goods, bicycle stores.....	32	1,339	112	35	31	21	542	40
597	Jewelry stores.....	32	2,020	348	96	92	38	2,036	322
5992	Florists.....	44	1,526	217	76	64	35	1,181	146
5996	Camera, photographic supply stores....	12	828	54	19	17	4	466	26
SELECTED SERVICES									
7011, 7012	Hotels.....	13	3,767	1,316	662	606	17	3,191	1,195
783	Motion picture theaters.....	17	(D)	(D)	(D)	(D)	19	2,582	509

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF TRENTON, THE ENTIRE CITY, AND TRENTON STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	2.5	-8.5	-13.8	8.9	10.9
52	Lumber, building materials, hardware, farm equipment dealers.....	-27.3	-25.2	-25.0	-14.0	-13.2
5251	Hardware stores.....	(D)	(D)	(D)	-6.7	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	-15.1	(D)
53 part ³	General merchandise group stores ³	21.2	2.8	-36.4	13.2	-0.3
531	Department stores.....	(D)	(D)	(D)	20.3	(D)
533	Limited price variety stores.....	(D)	(D)	(D)	18.6	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	-25.7	(D)
54	Food stores.....	-17.6	-14.1	-13.7	17.8	20.4
55 ex. 554	Automotive dealers.....	39.1	-32.7	-35.3	-5.6	-6.5
554	Gasoline service stations.....	-4.6	-9.0	-9.2	10.3	10.8
56	Apparel, accessory stores.....	-2.8	-2.8	-2.7	3.7	21.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.7	15.2	101.1	32.6	113.9
562, 563, 568	Women's clothing, specialty stores.....	-19.5	-14.0	42.8	-11.8	25.0
562	Ready-to-wear stores ⁵	-14.6	-11.5	34.0	-12.5	0.2
565	Family clothing stores ⁵	222.4	(D)	(D)	118.9	-5.9
566	Shoe stores.....	-34.4	-29.1	2.0	-17.2	46.4
564, 569	Other apparel stores.....	-57.4	-53.8	-46.2	-41.3	-25.3
57	Furniture, home furnishings, equipment stores.....	-9.5	-1.5	10.0	-2.1	4.9
5712	Furniture stores ⁴	-16.4	-17.2	-18.6	-9.7	-1.7
5713-15, 19	Other home furnishings stores ⁴	-8.9	23.3	65.5	39.2	85.5
572, 573	Household appliance, radio, TV, music stores.....	2.5	16.4	33.5	-0.1	-2.2
58	Eating, drinking places.....	-20.2	-4.1	2.7	17.2	28.0
5812	Eating places.....	-6.8	10.8	23.3	44.5	65.0
5813	Drinking places.....	-42.6	-16.3	-9.7	-9.1	-2.5
591	Drug stores, proprietary stores.....	-12.9	-9.6	-8.7	20.3	27.5
59 ex. 591	Other retail stores ⁶	17.1	19.1	20.1	22.9	24.2
592	Liquor stores.....	63.4	0.8	-8.5	31.5	27.9
594	Book, stationery stores.....	(D)	127.2	(D)	53.7	(D)
595	Sporting goods, bicycle stores.....	(D)	144.2	(D)	147.0	(D)
597	Jewelry stores.....	-12.4	-5.7	16.8	-0.8	27.4
5992	Florists.....	-51.2	39.5	74.7	29.2	46.9
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	77.7	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	(D)	(D)	(D)	18.1	(D)
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF TRENTON AND OF TRENTON STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metro- politan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	36.1	32.2	21.8	23.2
52	Lumber, building materials, hardware, farm equipment dealers...	8.6	8.8	4.4	5.2
5251	Hardware stores.....	(D)	12.3	(D)	8.3
52 ex. 5251	Other.....	(D)	8.2	(D)	4.7
53 part ³	General merchandise group stores ³	80.3	68.2	67.2	62.8
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	63.5	(D)	54.8	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	49.6
54	Food stores.....	8.8	9.2	4.9	7.0
55 ex. 554	Automotive dealers.....	7.1	3.4	2.8	1.9
554	Gasoline service stations.....	5.0	4.8	2.8	3.2
56	Apparel, accessory stores.....	83.5	83.5	68.7	73.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	80.9	89.1	58.7	74.4
562, 563, 568	Women's clothing, specialty stores.....	85.3	91.1	75.5	82.7
562	Ready-to-wear stores ⁵	90.4	93.7	84.0	86.1
565	Family clothing stores ⁵	89.3	(D)	80.5	54.6
566	Shoe stores.....	79.0	85.4	62.3	78.7
564, 569	Other apparel stores.....	62.5	67.8	3.6	49.9
57	Furniture, home furnishings, equipment stores.....	54.2	59.0	45.0	48.7
5712	Furniture stores ⁴	66.5	65.9	50.7	54.7
5713-15, 19	Other home furnishings stores ⁴	41.9	56.7	32.1	49.0
572, 573	Household appliance, radio, TV, music stores.....	48.6	55.2	45.1	43.9
58	Eating, drinking places.....	24.7	29.7	15.3	22.4
5812	Eating places.....	34.8	41.3	18.4	28.5
5813	Drinking places.....	13.9	20.3	10.5	16.6
591	Drug stores, proprietary stores.....	21.3	22.1	12.8	17.7
59 ex. 591	Other retail stores ⁶	32.1	32.6	16.8	17.6
592	Liquor stores.....	21.0	13.0	12.6	10.2
594	Book, stationery stores.....	74.5	(D)	35.0	(D)
595	Sporting goods, bicycle stores.....	49.5	(D)	39.4	(D)
597	Jewelry stores.....	71.6	77.1	62.5	70.8
5992	Florists.....	9.8	28.0	6.8	18.0
5996	Camera, photographic supply stores.....	(D)	(D)	47.7	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent.⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF TRENTON, THE ENTIRE CITY, AND TRENTON STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.0	1.4	4.3	5.2	5.0	6.4
5251	Hardware stores.....	(D)	0.3	(D)	0.8	0.7	0.9
52 ex. 5251	Other.....	(D)	1.1	(D)	4.4	4.3	5.5
53 part ³	General merchandise group stores ³	35.0	29.6	15.7	14.0	11.3	10.9
531	Department stores.....	(D)	(D)	(D)	(D)	8.0	7.2
533	Limited price variety stores.....	4.2	(D)	2.4	(D)	1.7	1.5
539	Other general merchandise stores.....	(D)	4.6	(D)	(D)	1.5	2.1
54	Food stores.....	5.6	6.9	22.8	24.3	24.9	23.0
55 ex. 554	Automotive dealers.....	1.9	1.4	9.5	12.9	14.3	16.5
554	Gasoline service stations.....	0.8	0.8	5.5	5.5	5.9	5.8
56	Apparel, accessory stores.....	25.5	26.9	11.0	10.4	8.1	8.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5.0	4.9	2.2	1.8	1.9	1.5
562, 563, 568	Women's clothing, specialty stores....	10.6	13.5	4.5	4.8	3.1	3.8
562	Ready-to-wear stores ⁵	9.3	11.2	3.7	3.8	2.4	3.0
565	Family clothing stores ⁵	6.2	2.0	2.5	(D)	1.7	0.8
566	Shoe stores.....	2.8	4.4	1.3	1.7	1.0	1.3
564, 569	Other apparel stores.....	0.8	1.9	0.5	0.9	0.5	0.9
57	Furniture, home furnishings, equipment stores.....	12.7	14.3	8.4	7.8	6.1	6.8
5712	Furniture stores ⁴	5.9	7.2	3.2	3.5	2.5	3.1
5713-15, 19	Other home furnishings stores ⁴	1.7	1.9	1.4	1.1	1.1	0.9
572, 573	Household appliance, radio, TV, music stores.....	5.1	5.1	3.8	3.0	2.5	2.7
58	Eating, drinking places.....	6.6	8.5	9.7	9.2	9.5	8.8
5812	Eating places.....	4.8	5.3	5.0	4.2	5.8	4.3
5813	Drinking places.....	1.8	3.2	4.7	5.0	3.7	4.5
591	Drug stores, proprietary stores.....	1.5	1.8	2.5	2.6	2.6	2.3
59 ex. 591	Other retail stores ⁶	10.3	8.4	10.6	8.1	12.3	11.0
592	Liquor stores.....	1.4	0.9	2.5	2.3	2.5	2.1
594	Book, stationery stores.....	0.6	(D)	0.3	0.1	0.4	0.3
595	Sporting goods, bicycle stores.....	0.7	(D)	0.5	0.2	0.4	0.2
597	Jewelry stores.....	1.7	1.9	0.8	0.8	0.6	0.6
5992	Florists.....	0.1	0.3	0.5	0.3	0.4	0.4
5996	Camera, photographic supply stores....	0.5	(D)	(D)	(D)	0.2	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTER IN THE TRENTON STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Princeton Shopping Center" on Harrison St.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	31	554	Gasoline service stations.....	1
	Sales.....(\$1,000)..<	12,575			
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	7
	Number.....	11	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)..<	7,748	562-3, 568	Women's clothing, specialty stores.....	3
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	2
56, 57	Number.....	11	565	Family clothing stores ⁵
	Sales.....(\$1,000)..<	4,001	566	Shoe stores.....	2
			564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	9	5712	Furniture stores.....	...
	Sales.....(\$1,000)..<	826	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	31	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	3	5812	Eating places.....	6
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	4	5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

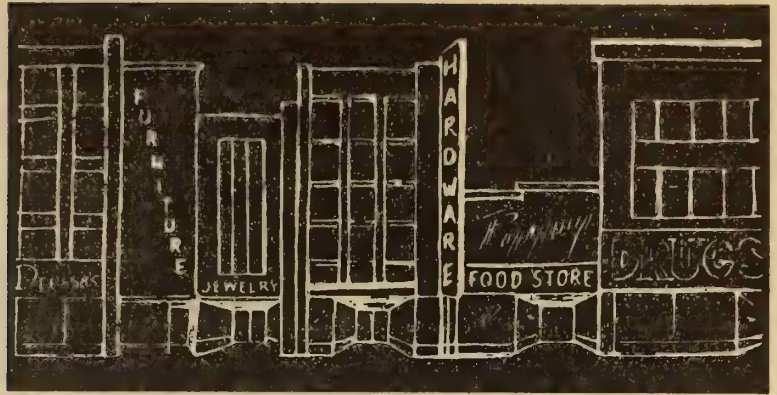
These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.



CENTRAL BUSINESS DISTRICT STATISTICS

Tulsa, Okla., Area

**1958
Census
of
Business**

U. S. DEPARTMENT OF COMMERCE
Frederick H. Mueller, Secretary
Carl F. Oechsle, Asst. Secy. for Domestic Affairs
BUREAU OF THE CENSUS
Robert W. Burgess, Director



BUREAU OF THE CENSUS

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Harvey Kailin, Chief
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ECONOMIC OPERATIONS DIVISION—

M. D. Bingham, Chief
Irving Weiss, Assistant Chief, Processing
Sol Dolleck, Assistant Chief, Systems

ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Tulsa, Okla., Area—BC58-CBD90

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

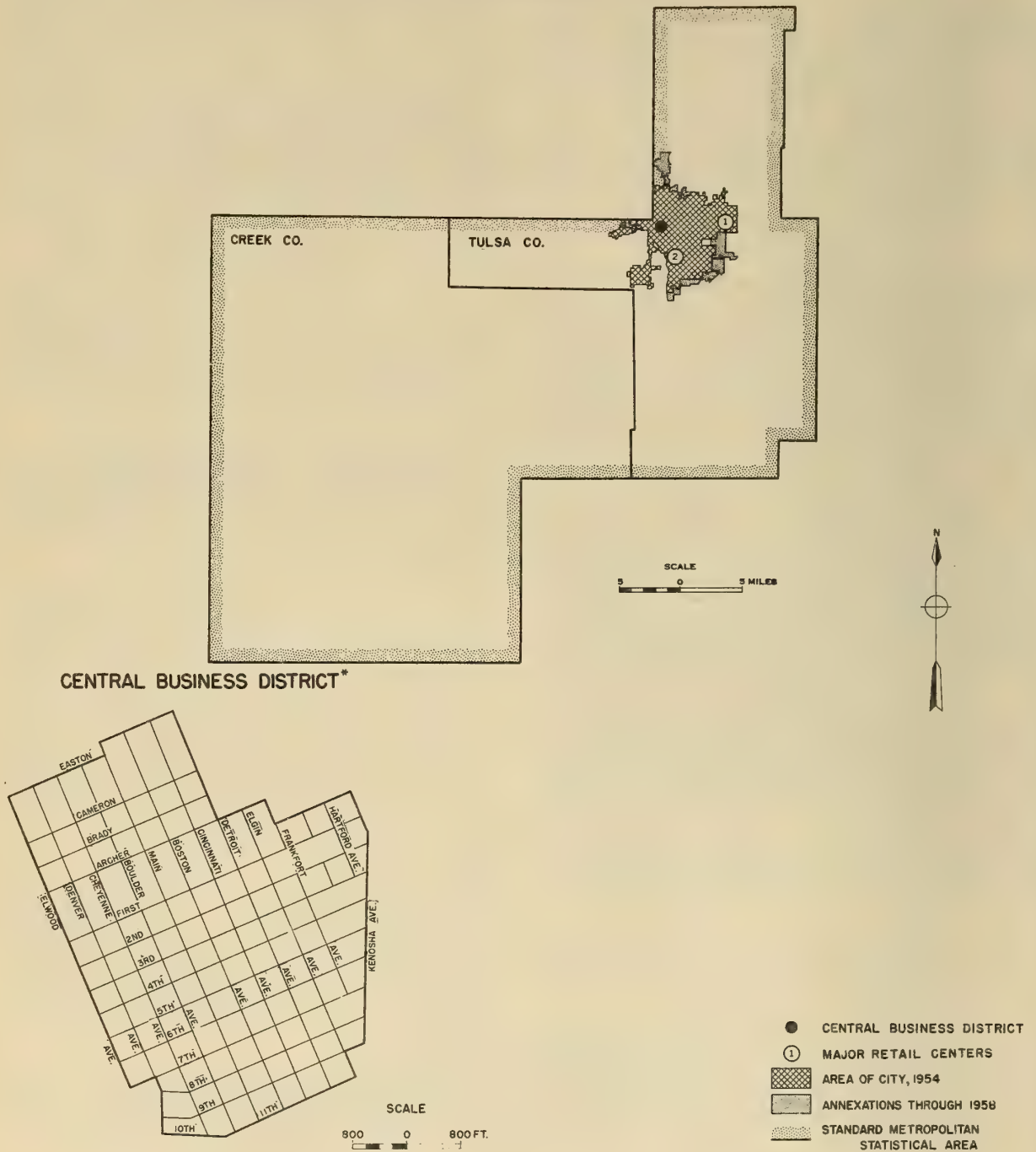
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

TULSA, OKLAHOMA

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



*CONSISTS OF TRACT 25

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF TULSA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	441	96,085	14,457	5,344	4,837	504	111,939	18,006
52	Lumber, building materials, hardware, farm equipment dealers.....	14	4,143	545	151	145	14	4,459	595
5251	Hardware stores.....	5	(D)	(D)	(D)	(D)	5	818	121
52 ex. 5251	Other.....	9	(D)	(D)	(D)	(D)	9	3,641	474
53 part ²	General merchandise group stores ^{2 3}	16	22,693	3,385	1,532	1,390	12	34,146	5,548
531	Department stores.....	4	19,983	2,976	1,269	1,224	4	(D)	(D)
533	Limited price variety stores.....	2	(D)	(D)	(D)	(D)	3	2,827	468
539	Other general merchandise stores.....	10	(D)	(D)	(D)	(D)	5	(D)	(D)
54	Food stores.....	19	2,426	144	114	99	25	1,541	148
55 ex. 554	Automotive dealers.....	16	19,494	1,921	445	435	20	20,741	2,518
554	Gasoline service stations.....	30	2,363	219	89	83	35	2,320	270
56	Apparel, accessory stores.....	70	18,759	3,368	1,102	896	86	21,366	3,761
561, 567	Men's, boys' apparel stores, custom tailors ⁴	17	(D)	(D)	(D)	(D)	16	2,924	578
562, 563, 568	Women's clothing, specialty stores....	21	7,430	1,327	450	369	26	7,867	1,370
562	Ready-to-wear stores ⁵	15	6,303	1,123	367	291	15	6,396	1,047
565	Family clothing stores ⁵	10	6,508	1,283	400	346	10	6,028	1,113
566	Shoe stores.....	20	2,590	421	133	107	21	4,064	634
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	10	483	66
57	Furniture, home furnishings, equipment stores.....	32	5,820	1,049	252	239	33	6,821	1,328
5712	Furniture stores ⁴	20	4,032	734	166	157	15	3,975	865
5713-15, 19	Other home furnishings stores ⁴	3	(D)	(D)	(D)	(D)	4	154	23
572, 573	Household appliance, radio, TV, music stores.....	9	(D)	(D)	(D)	(D)	12	2,656	440
58	Eating, drinking places.....	118	6,370	1,730	957	900	123	5,980	1,482
5812	Eating places.....	93	5,781	1,652	915	862	91	4,955	1,365
5813	Drinking places.....	25	589	78	42	38	32	1,025	117
591	Drug stores, proprietary stores.....	21	4,853	690	231	202	28	4,191	727
59 ex. 591	Other retail stores ⁶	105	9,164	1,406	471	423	128	10,374	1,629
592	Liquor stores.....	2	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	10	770	200	55	54	12	1,063	237
595	Sporting goods, bicycle stores.....	3	(D)	(D)	(D)	(D)	5	1,041	130
597	Jewelry stores.....	23	3,457	461	128	123	26	3,770	605
5992	Florists.....	3	(D)	(D)	(D)	(D)	5	235	27
5996	Camera, photographic supply stores....	3	1,016	184	41	37	3	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	45	4,526	1,715	895	851	45	4,492	1,663
783	Motion picture theaters.....	6	708	192	71	67	8	1,320	310

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main stores. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$1,553,000 of which \$1,343,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

TULSA, OKLA., AREA

7

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF TULSA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,461	386,118	44,018	16,559	14,392	2,406	322,075	37,067
52	Lumber, building materials, hardware, farm equipment dealers.....	125	24,659	2,884	754	719	111	23,968	2,528
5251	Hardware stores.....	29	3,725	503	165	151	35	1,889	(D)
52 ex. 5251	Other.....	96	20,934	2,381	589	568	76	22,079	(D)
53 part ²	General merchandise group stores ^{2 3}	93	57,505	8,255	3,687	3,049	79	39,244	6,257
531	Department stores.....	7	40,342	6,226	2,506	2,203	5	28,586	4,778
533	Limited price variety stores.....	37	7,504	1,129	736	466	37	4,235	857
539	Other general merchandise stores.....	35	(D)	1,900	445	380	37	6,423	622
54	Food stores.....	383	92,425	5,949	2,551	2,021	435	63,178	3,854
55 ex. 554	Automotive dealers.....	197	78,143	7,083	1,643	1,604	180	77,222	6,558
554	Gasoline service stations.....	367	28,971	2,609	1,113	916	294	19,634	1,897
56	Apparel, accessory stores.....	165	27,132	4,440	1,530	1,282	172	27,869	4,515
561, 567	Men's, boys' apparel stores, custom tailors.....	29	2,903	(D)	(D)	(D)	21	3,046	636
562, 563, 568	Women's clothing, specialty stores....	55	9,780	1,652	582	484	66	11,345	(D)
562	Ready-to-wear stores ⁵	38	8,735	1,479	508	412	41	(D)	(D)
565	Family clothing stores ⁵	19	8,885	1,536	500	436	18	6,721	1,178
566	Shoe stores.....	46	4,725	716	238	191	36	5,730	861
564, 569	Other apparel stores.....	14	(D)	(D)	(D)	(D)	25	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	191	20,926	3,001	778	751	176	20,672	3,091
5712	Furniture stores ⁴	87	11,595	1,699	393	382	53	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	38	(D)	(D)	(D)	(D)	25	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	66	(D)	(D)	(D)	(D)	62	7,171	914
58	Eating, drinking places.....	500	20,879	4,885	2,683	2,472	496	19,620	4,077
5812	Eating places.....	381	18,133	4,605	2,531	2,333	358	15,594	3,641
5813	Drinking places.....	119	2,746	280	152	139	136	4,018	436
591	Drug stores, proprietary stores.....	112	16,007	2,277	864	738	112	12,348	1,936
59 ex. 591	Other retail stores ⁶	328	19,471	2,635	956	840	351	18,320	2,354
592	Liquor stores.....	17	639	(D)	(D)	(D)	23	(D)	15
594	Book, stationery stores.....	18	1,502	338	108	100	19	1,389	281
595	Sporting goods, bicycle stores.....	12	1,637	165	49	35	13	(D)	(D)
597	Jewelry stores.....	47	4,502	604	173	163	33	4,540	645
5992	Florists.....	29	1,303	236	127	105	34	1,484	(D)
5996	Camera, photographic supply stores....	7	1,477	210	48	44	4	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	89	5,316	1,923	1,013	966	83	5,044	1,796
783	Motion picture theaters.....	9	1,635	404	178	166	24	2,408	510

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
TULSA STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,562	464,421	50,414	19,469	16,944	3,367	387,709	42,469
52	Lumber, building materials, hardware, farm equipment dealers.....	198	33,836	3,817	1,025	975	187	34,189	3,468
5251	Hardware stores.....	49	5,047	626	204	190	54	2,425	273
52 ex. 5251	Other.....	149	28,789	3,191	821	785	133	31,764	3,195
53 part ²	General merchandise group stores ^{2 3}	160	61,931	8,633	3,890	3,208	127	44,086	6,759
531	Department stores.....	7	40,342	6,226	2,506	2,203	5	28,586	4,778
533	Limited price variety stores.....	52	8,725	1,280	827	531	51	5,533	1,037
539	Other general merchandise stores.....	65	12,054	(D)	(D)	(D)	67	9,833	944
54	Food stores.....	593	113,556	6,925	2,963	2,348	653	79,342	4,565
55 ex. 554	Automotive dealers.....	301	91,981	8,247	2,024	1,980	262	90,648	7,872
554	Gasoline service stations.....	561	40,079	3,341	1,487	1,237	445	25,987	2,267
56	Apparel, accessory stores.....	216	30,211	4,760	1,706	1,410	220	29,962	4,661
561, 567	Men's, boys' apparel stores, custom tailors ⁴	33	3,019	478	177	136	28	3,720	665
562, 563, 568	Women's clothing, specialty stores....	67	10,407	1,736	624	518	79	11,643	1,752
562	Ready-to-wear stores ⁵	46	9,333	1,561	546	445	48	9,859	1,415
565	Family clothing stores ⁵	40	10,820	1,738	609	515	33	7,395	1,243
566	Shoe stores.....	59	5,081	736	249	200	46	6,100	895
564, 569	Other apparel stores.....	15	862	72	47	41	28	1,032	106
57	Furniture, home furnishings, equipment stores.....	240	23,540	3,287	877	847	226	23,494	3,374
5712	Furniture stores ⁴	116	13,550	1,918	465	452	70	11,539	1,759
5713-15, 19	Other home furnishings stores ⁴	39	3,104	530	161	154	28	3,439	627
572, 573	Household appliance, radio, TV, music stores.....	85	6,886	839	251	241	84	7,900	988
58	Eating, drinking places.....	716	26,137	5,694	3,297	3,008	659	24,421	4,853
5812	Eating places.....	538	22,449	5,390	3,129	2,855	481	19,300	4,367
5813	Drinking places.....	178	3,688	304	168	153	176	5,113	486
591	Drug stores, proprietary stores.....	149	18,441	2,530	987	843	147	13,963	2,096
59 ex. 591	Other retail stores ⁶	428	24,709	3,180	1,213	1,088	441	21,617	2,554
592	Liquor stores.....	21	730	36	21	21	28	1,128	18
594	Book, stationery stores.....	22	1,536	338	108	100	19	1,389	281
595	Sporting goods, bicycle stores.....	15	1,879	191	58	42	15	1,462	179
597	Jewelry stores.....	60	4,804	624	182	171	45	4,869	668
5992	Florists.....	37	1,498	260	140	117	45	1,604	223
5996	Camera, photographic supply stores....	7	1,477	210	48	44	5	1,313	250
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	100	5,439	1,959	1,038	991	88	5,189	1,838
783	Motion picture theaters.....	16	1,878	460	234	207	34	3,004	610

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF TULSA, THE ENTIRE CITY, AND TULSA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metropolitan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-14.2	19.9	38.5	19.8	34.0
52	Lumber, building materials, hardware, farm equipment dealers.....	-7.1	2.9	5.2	-1.0	-0.1
5251	Hardware stores.....	(D)	97.2	(D)	108.1	(D)
52 ex. 5251	Other.....	(D)	-5.2	(D)	-9.4	(D)
53 part ²	General merchandise group stores ^{2 3}	-33.5	46.5	582.9	40.5	294.7
531	Department stores.....	(D)	41.1	(D)	41.1	(D)
533	Limited price variety stores.....	(D)	77.2	(D)	58.0	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	22.6	(D)
54	Food stores.....	57.4	46.3	46.0	43.1	42.8
55 ex. 554	Automotive dealers.....	-6.0	1.2	3.8	1.5	3.7
554	Gasoline service stations.....	1.9	47.6	53.7	54.2	59.4
56	Apparel, accessory stores.....	-12.2	-2.6	28.7	0.8	33.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	-4.7	(D)	-18.8	(D)
562, 563, 568	Women's clothing, specialty stores.....	-5.6	-13.8	-32.4	-10.6	-22.2
562	Ready-to-wear stores ⁵	-1.5	(D)	(D)	-5.3	-12.5
565	Family clothing stores ⁵	8.0	32.2	243.0	46.3	215.4
566	Shoe stores.....	-36.3	-17.5	28.2	16.7	22.3
564, 569	Other apparel stores.....	(D)	(D)	(D)	-16.5	(D)
57	Furniture, home furnishings, equipment stores.....	-14.7	1.2	9.1	0.2	6.3
5712	Furniture stores ⁴	1.4	(D)	(D)	17.4	25.8
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	-9.7	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	(D)	(D)	-12.8	(D)
58	Eating, drinking places.....	6.5	6.4	6.4	7.0	7.2
5812	Eating places.....	16.7	16.3	16.1	16.3	16.2
5813	Drinking places.....	-42.5	-31.7	-27.9	-27.9	-24.2
591	Drug stores, proprietary stores.....	15.8	29.6	36.7	32.1	39.1
59 ex. 591	Other retail stores ⁶	-11.7	6.3	29.7	14.3	38.3
592	Liquor stores.....	...	(D)	(D)	-35.3	(D)
594	Book, stationery stores.....	-27.6	8.1	124.5	10.6	135.0
595	Sporting goods, bicycle stores.....	(D)	17.4	(D)	28.5	(D)
597	Jewelry stores.....	-8.3	-0.8	35.7	-1.3	22.6
5992	Florists.....	(D)	-12.2	(D)	-6.6	(D)
5996	Camera, photographic supply stores.....	(D)	(NA)	(D)	12.5	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	0.8	5.4	43.1	4.8	31.0
783	Motion picture theaters.....	-46.4	-47.5	-22.0	-37.6	-30.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
TULSA AND OF TULSA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metro- politan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	24.9	34.8	20.6	28.9
52	Lumber, building materials, hardware, farm equipment dealers...	16.8	18.6	12.2	13.0
5251	Hardware stores.....	(D)	43.3	(D)	33.7
52 ex. 5251	Other.....	(D)	16.5	(D)	11.5
53 part ²	General merchandise group stores ^{2 3}	39.5	87.0	36.6	77.5
531	Department stores.....	49.5	(D)	49.5	(D)
533	Limited price variety stores.....	(D)	66.8	(D)	51.2
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	2.6	2.4	2.1	1.9
55 ex. 554	Automotive dealers.....	24.9	26.9	21.2	22.9
554	Gasoline service stations.....	8.2	11.8	5.9	8.9
56	Apparel, accessory stores.....	69.1	76.7	62.1	71.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	(D)	96.0	(D)	78.6
562, 563, 568	Women's clothing, specialty stores	76.0	69.3	71.4	67.6
562	Ready-to-wear stores ⁵	72.2	(D)	67.5	64.9
565	Family clothing stores ⁵	73.2	89.7	60.1	81.5
566	Shoe stores.....	54.8	70.9	51.0	66.6
564, 569	Other apparel stores.....	(D)	(D)	(D)	46.8
57	Furniture, home furnishings, equipment stores.....	27.8	33.0	24.7	29.0
5712	Furniture stores ⁴	34.8	(D)	29.8	34.4
5713-15, 19	Other home furnishings stores ⁴	(D)	(D)	(D)	4.5
572, 573	Household appliance, radio, TV, music stores.....	(D)	37.0	(D)	33.6
58	Eating, drinking places.....	30.5	30.5	24.4	24.5
5812	Eating places.....	31.9	31.8	25.8	25.7
5813	Drinking places.....	21.4	25.5	16.0	20.0
591	Drug stores, proprietary stores.....	30.3	33.9	26.3	30.0
59 ex. 591	Other retail stores ⁶	47.1	56.6	37.1	48.0
592	Liquor stores.....	(D)	...	(D)	...
594	Book, stationery stores.....	51.3	76.5	50.1	76.5
595	Sporting goods, bicycle stores.....	(D)	74.7	(D)	71.2
597	Jewelry stores.....	76.8	83.0	72.0	77.4
5992	Florists.....	(D)	15.8	(D)	14.7
5996	Camera, photographic supply stores.....	68.9	(D)	68.8	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF TULSA, THE ENTIRE CITY, AND TULSA STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	4.3	4.0	6.4	7.4	7.3	8.8
5251	Hardware stores.....	(D)	0.8	1.0	0.6	1.1	0.6
52 ex. 5251	Other.....	(D)	3.2	5.4	6.9	6.2	8.2
53 part ²	General merchandise group stores ^{2 3}	23.6	30.5	14.9	12.2	13.3	11.4
531	Department stores.....	20.8	(D)	10.4	8.9	8.7	7.4
533	Limited price variety stores.....	(D)	2.5	1.9	1.3	1.9	1.4
539	Other general merchandise stores.....	(D)	(D)	(D)	2.0	2.6	2.6
54	Food stores.....	2.5	1.4	23.9	19.6	24.5	20.4
55 ex. 554	Automotive dealers.....	20.3	18.5	20.2	24.0	19.8	23.4
554	Gasoline service stations.....	2.5	2.1	7.5	6.1	8.6	6.7
56	Apparel, accessory stores.....	19.5	19.1	7.0	8.7	6.5	7.7
561, 567	Men's, boys' apparel stores, custom tailors.....	(D)	2.6	0.8	0.9	0.7	1.0
562, 563, 568	Women's clothing, specialty stores.....	7.7	7.0	2.5	3.5	2.2	3.0
562	Ready-to-wear stores ⁵	6.6	5.7	2.3	(D)	2.0	2.5
565	Family clothing stores ⁵	6.8	5.4	2.3	2.1	2.3	1.9
566	Shoe Stores.....	2.7	3.6	1.2	1.8	1.1	1.6
564, 569	Other apparel stores.....	(D)	0.4	(D)	(D)	0.2	0.3
57	Furniture, home furnishings, equipment stores.....	6.1	6.1	5.4	6.4	5.1	6.1
5712	Furniture stores ⁴	4.2	3.6	3.0	(D)	2.9	3.0
5713-15, 19	Other home furnishings stores ⁴	(D)	0.1	(D)	(D)	0.7	0.9
572, 573	Household appliance, radio, TV, music stores.....	(D)	2.4	(D)	2.2	1.5	2.0
58	Eating, drinking places.....	6.6	5.3	5.4	6.1	5.6	6.3
5812	Eating places.....	6.0	4.4	4.7	4.8	4.8	5.0
5813	Drinking places.....	0.6	0.9	0.7	1.3	0.8	1.3
591	Drug stores, proprietary stores.....	5.1	3.7	4.2	3.8	4.0	3.6
59 ex. 591	Other retail stores ⁶	9.5	9.3	5.1	5.7	5.3	5.6
592	Liquor stores.....	(D)	...	0.2	(D)	0.2	0.2
594	Book, stationery stores.....	0.8	0.9	0.4	0.4	0.3	0.4
595	Sporting goods, bicycle stores.....	(D)	0.9	0.4	0.4	0.4	1.3
597	Jewelry stores.....	3.6	3.4	1.2	1.4	1.0	0.4
5992	Florists.....	(D)	0.2	0.3	0.5	0.3	0.4
5996	Camera, photographic supply stores....	1.1	(D)	0.4	0.4	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE TULSA, OKLAHOMA STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Sheridan Village Shopping Center." Boundaries of Shopping Center: Rear property line of lots on the north side of E. Admiral Pl. Rear property line of lots on the east side of N. Sheridan Rd., E. Admiral Blvd., and N. Norwood Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	1
	Number.....	17	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	6,045			
54, 58, 591-2	Convenience goods stores:		56	Apparel, accessory stores ¹	3
	Number.....	4	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores.....	1
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³
56, 57	Number.....	6	565	Family clothing stores ³
	Sales.....(\$1,000)...	2,017	566	Shoe stores.....	1
			564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	7	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	17	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ²	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	...
			5992	Florists.....	1
54	Food stores.....	1	5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes the planned center known as "Utica Square Shopping Center." Rear property line of lots on the north side of E. 21st St., S. Yorktown Rd., and E. 22nd Place. Rear property line on the west side of S. Utica Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	3
	Number.....	50	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	14,177			
54, 58, 591-2	Convenience goods stores:		56	Apparel, accessory stores ¹	13
	Number.....	15	561, 567	Men's, boys' apparel stores, custom tailors.....	4
	Sales.....(\$1,000)...	5,730	562-3, 568	Women's clothing, specialty stores.....	6
53 part, ²	Shopping goods stores: ²		562	Ready-to-wear stores ³	2
56, 57	Number.....	18	565	Family clothing stores ³	1
	Sales.....(\$1,000)...	6,381	566	Shoe stores.....	1
			564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	17	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	2,066	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	50	58	Eating, drinking places.....	3
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	3
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	4
53 part ²	General merchandise group stores ^{1 2}	4	59 ex. 591	Other retail stores ⁶	9
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	2
539	Other general merchandise stores.....	2	595	Sporting goods, bicycle stores.....	1
			597	Jewelry stores.....	1
			5992	Florists.....	1
54	Food stores.....	8	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³Limited to "employer" establishments.

⁶Excludes establishments in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the "employer" universe, and those with no paid employment during 1958, i.e., the "nonemployer" universe. The method of obtaining census information for these two groups is described below.

Enumeration of "Employers."—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of "Nonemployers."—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

Field Offices

All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

ALBUQUERQUE, NEW MEXICO
Room 321, U. S. Post Office Bldg.

ATLANTA 3, GEORGIA
Room 604, Volunteer Building
66 Luckie Street, N. W.

BOSTON 9, MASSACHUSETTS
Room 232
U. S. Post Office and Courthouse

BUFFALO 3, NEW YORK
Room 504, Federal Building
117 Ellicott Street

CHARLESTON 4, SOUTH CAROLINA
Area 2
Sergeant Jasper Building
West End Broad Street

CHEYENNE, WYOMING
Room 207, Majestic Building
16th Street and Capitol Avenue

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Room 1302
226 West Jackson Boulevard

CINCINNATI 2, OHIO
915 Fifth Third Bank Building
36 East Fourth Street

CLEVELAND 1, OHIO
4th Floor
Federal Reserve Bank Building
East Sixth St. and Superior Ave.

DALLAS 1, TEXAS
Room 3-104, Merchandise Mart
500 South Ervay Street

DENVER 2, COLORADO
Room 142, New Custom House
19th and Stout Streets

DETROIT 26, MICHIGAN
Room 438, Federal Building

GREENSBORO, NORTH CAROLINA
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350 Fifth Avenue

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Jefferson Building
1015 Chestnut Street

PHOENIX, ARIZONA
Room 419, Ellis Building
137 North Second Avenue

PITTSBURGH 22, PENNSYLVANIA
Room 817, Fulton Building
107 Sixth Street

PORTLAND 4, OREGON
Room 217, Old U. S. Courthouse
520 S. W. Morrison Street

RENO, NEVADA
1479 Wells Avenue

RICHMOND 19, VIRGINIA
Room 309, Parcel Post Building
11th and Main Streets

ST. LOUIS 1, MISSOURI
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1114 Market Street

SALT LAKE CITY 1, UTAH
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222 S. W. Temple Street

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555 Battery Street

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Room 235
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125-29 Bull Street

SEATTLE 4, WASHINGTON
Room 809
Federal Office Building
909 First Avenue

For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

CURTIS
JAN 23 1958
LIT



CENTRAL BUSINESS DISTRICT STATISTICS

Utica-Rome, N.Y., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Frederick H. Mueller, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

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William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i.e., to consist of one or

more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

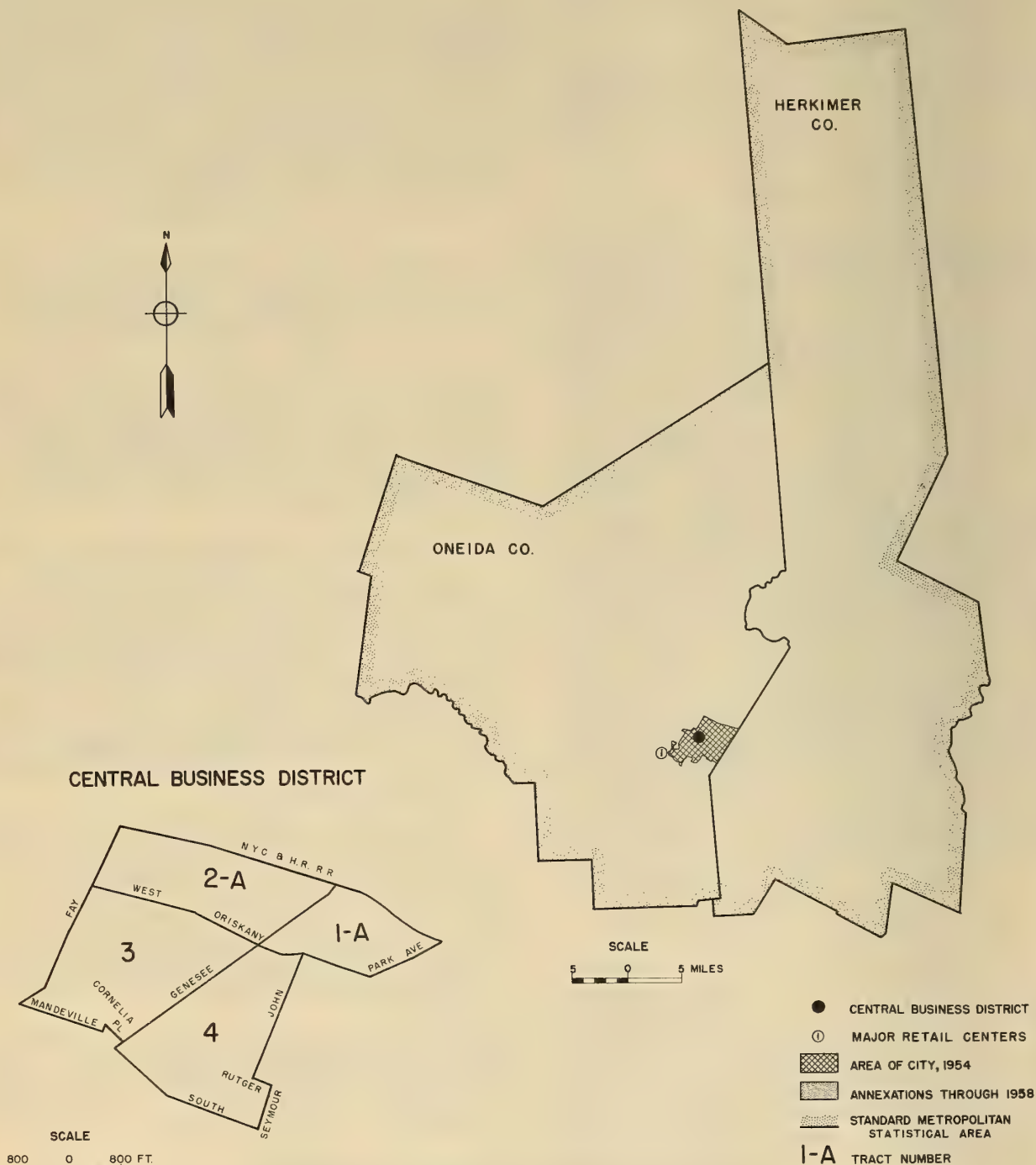
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

UTICA, NEW YORK CENTRAL BUSINESS DISTRICT UTICA-ROME, N.Y., STANDARD METROPOLITAN STATISTICAL AREA



DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF UTICA, N. Y.

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)
					Total	Full workweek			
		(number)			(number)	(number)	(number)		
	RETAIL STORES								
	Retail stores, total ²	476	76,736	10,471	3,665	2,922	507	72,089	9,792
52	Lumber, building materials, hardware, farm equipment dealers.....	13	1,736	239	77	69	12	3,009	446
5251	Hardware stores.....	4	524	75	22	17	4	2,438	348
52 ex. 5251	Other.....	9	1,212	164	155	152	8	571	98
53 part ²	General merchandise group stores ³ ..	21	16,698	2,394	1,086	718	21	12,782	1,897
531	Department stores.....	4	12,128	1,606	658	436	3	8,160	1,155
533	Limited price variety stores.....	9	4,140	773	418	275	12	4,290	706
539	Other general merchandise stores.....	8	430	15	10	7	6	332	36
54	Food stores.....	37	8,575	772	282	206	50	9,537	899
55 ex. 554	Automotive dealers.....	27	16,963	1,999	414	400	25	14,677	1,723
554	Gasoline service stations.....	22	1,101	99	42	36	17	935	62
56	Apparel, accessory stores.....	110	11,412	1,786	667	518	134	12,138	1,774
561, 567	Men's, boys' apparel stores, custom tailors ⁴	27	3,109	483	157	120	24	3,002	472
562, 563, 568	Women's clothing, specialty stores..	55	6,323	1,069	429	335	61	6,020	911
562	Ready-to-wear stores ⁵	30	4,338	770	309	254	35	5,265	826
565	Family clothing stores ⁵	1	(D)	(D)
566	Shoe stores.....	26	1,835	219	75	57	27	2,021	247
564, 569	Other apparel stores.....	2	145	15	6	6	17	1,003	(D)
57	Furniture, home furnishings, equipment stores.....	40	4,341	620	146	139	33	4,778	831
5712	Furniture stores ⁴	12	2,102	333	79	75	9	1,911	296
5713-15, 19	Other home furnishings stores ⁴	6	231	27	9	8	9	490	181
572, 573	Household appliance, radio, TV, music stores.....	22	2,008	260	58	56	15	2,377	354
58	Eating, drinking places.....	93	4,323	990	457	391	93	4,018	860
5812	Eating places.....	52	2,846	731	339	292	50	2,615	621
5813	Drinking places.....	41	1,477	259	118	99	43	1,403	239
591	Drug stores, proprietary stores.....	12	1,517	214	70	62	12	1,845	288
59 ex. 591	Other retail stores ⁶	101	10,070	1,358	424	383	110	8,370	1,012
592	Liquor stores.....	8	649	43	14	12	10	592	39
594	Book, stationery stores.....	4	(D)	(D)	(D)	(D)	7	(D)	(D)
595	Sporting goods, bicycle stores.....	8	873	87	31	25	8	608	65
597	Jewelry stores.....	24	(D)	(D)	(D)	(D)	26	1,587	236
5992	Florists.....	5	295	60	23	22	6	201	26
5996	Camera, photographic supply stores..	6	865	114	37	34	6	377	45
	SELECTED SERVICE TRADES								
7011, 7012	Hotels.....	5	(D)	(D)	(D)	(D)	11	2,154	929
783	Motion picture theaters.....	4	723	176	77	60	4	843	183

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$1,334,000 of which \$674,050 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

UTICA-ROME, N.Y., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF UTICA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab-lish-ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,247	140,210	16,398	5,782	4,678	1,332	130,630	14,654
52	Lumber, building materials, hardware, farm equipment dealers.....	46	6,342	1,083	257	247	42	8,590	1,292
5251	Hardware stores.....	14	(D)	(D)	(D)	(D)	16	(D)	(D)
52 ex. 5251	Other.....	32	(D)	(D)	(D)	(D)	26	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	51	17,718	2,494	1,127	752	45	13,224	1,928
531	Department stores.....	4	12,128	1,606	658	436	3	8,160	1,155
533	Limited price variety stores.....	14	4,458	818	445	295	15	4,475	734
539	Other general merchandise stores.....	29	1,074	70	24	21	27	589	39
54	Food stores.....	264	35,039	2,424	883	665	336	32,662	2,003
55 ex. 554	Automotive dealers.....	50	24,293	2,786	630	594	44	21,125	2,355
554	Gasoline service stations.....	112	6,473	387	169	138	94	6,652	466
56	Apparel, accessory stores.....	147	12,719	1,900	712	552	188	13,871	1,908
561, 567	Men's, boys' apparel stores, custom tailors ⁴	31	3,326	490	159	122	28	3,302	497
562, 563, 568	Women's clothing, specialty stores....	72	6,940	1,134	454	355	77	6,507	949
562	Ready-to-wear stores ⁵	34	4,553	805	325	267	42	5,656	862
565	Family clothing stores ⁵	2	(D)	(D)	(D)	(D)	6	315	35
566	Shoe stores.....	37	2,218	257	90	67	37	2,391	282
564, 569	Other apparel stores.....	5	200	(D)	(D)	(D)	32	1,188	145
57	Furniture, home furnishings, equipment stores.....	80	7,996	1,192	339	323	73	7,882	1,294
5712	Furniture stores ⁴	29	4,480	730	181	169	22	3,751	607
5713-15, 19	Other home furnishings stores ⁴	14	440	55	20	18	18	1,277	281
572, 573	Household appliance, radio, TV, music stores.....	37	3,076	407	138	136	31	2,832	406
58	Eating, drinking places.....	262	10,214	1,865	914	750	253	8,906	1,594
5812	Eating places.....	148	6,253	1,308	653	542	135	5,348	1,084
5813	Drinking places.....	114	3,961	557	261	208	118	3,558	510
591	Drug stores, proprietary stores.....	47	4,444	532	190	150	41	3,582	445
59 ex. 591	Other retail stores ⁶	188	14,972	1,735	561	507	216	14,136	1,369
592	Liquor stores.....	31	2,116	105	44	36	29	1,450	83
594	Book, stationery stores.....	5	215	37	21	15	8	399	75
595	Sporting goods, bicycle stores.....	16	1,011	90	33	27	13	733	67
597	Jewelry stores.....	26	1,960	271	88	79	30	1,706	244
5992	Florists.....	13	480	80	30	28	16	433	42
5996	Camera, photographic supply stores....	6	865	114	37	34	6	377	45
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	6	1,890	796	344	304	12	(D)	(D)
783	Motion picture theaters.....	12	(D)	(D)	(D)	(D)	7	1,032	235

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
UTICA-ROME, N.Y., STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,592	353,606	36,390	13,302	10,584	3,578	301,887	29,533
52	Lumber, building materials, hardware, farm equipment dealers.....	200	22,146	2,833	735	684	171	23,626	3,110
5251	Hardware stores.....	55	3,236	359	616	582	53	6,295	785
52 ex. 5251	Other.....	145	18,910	2,474	119	102	116	17,249	2,325
53 part ²	General merchandise group stores ² ³	183	38,002	5,158	2,260	1,603	135	24,293	3,379
531	Department stores.....	9	21,134	2,942	1,216	871	8	12,430	1,878
533	Limited price variety stores.....	45	9,650	1,651	833	575	41	7,574	1,192
539	Other merchandise stores.....	129	7,218	565	211	157	84	4,249	309
54	Food stores.....	638	91,964	5,963	2,188	1,539	796	77,980	4,591
55 ex. 554	Automotive dealers.....	186	57,796	5,697	1,375	1,296	162	49,713	4,580
554	Gasoline service stations.....	385	21,938	1,378	559	425	380	19,314	1,084
56	Apparel, accessory stores.....	318	23,289	3,108	1,217	931	323	21,430	2,711
561, 567	Men's, boys' apparel stores, custom tailors ⁴	69	5,064	672	221	177	53	4,867	658
562, 563, 568	Women's clothing, specialty stores....	131	9,803	1,486	607	467	114	8,724	1,171
562	Ready-to-wear stores ⁵	67	6,698	1,106	444	358	62	7,218	1,020
565	Family clothing stores ⁵	21	3,374	384	179	139	16	1,674	241
566	Shoe stores.....	77	4,405	(D)	(D)	(D)	74	4,005	439
564, 569	Other apparel stores.....	16	541	(D)	(D)	(D)	46	1,754	202
57	Furniture, home furnishings, equipment stores.....	203	17,536	2,437	690	642	198	15,980	2,139
5712	Furniture stores ⁴	58	8,977	1,416	354	335	48	7,064	1,016
5713-15, 19	Other home furnishings stores ⁴	28	912	84	30	27	22	1,463	298
572, 573	Household appliance, radio, TV, music stores.....	117	7,647	937	306	280	108	7,321	825
58	Eating, drinking places.....	808	28,622	4,870	2,612	2,047	773	24,540	3,989
5812	Eating places.....	484	18,090	3,458	1,843	1,474	413	14,739	2,670
5813	Drinking places.....	324	10,532	1,412	769	573	358	9,761	1,319
591	Drug stores, proprietary stores.....	100	10,367	1,173	439	330	89	7,837	880
59 ex. 591	Other retail stores ⁶	571	41,946	3,773	1,227	1,087	551	37,174	3,070
592	Liquor stores.....	75	4,896	220	102	76	67	3,353	155
594	Book, stationery stores.....	19	667	72	33	25	12	362	53
595	Sporting goods, bicycle stores.....	35	1,636	114	46	37	28	(D)	(D)
597	Jewelry stores.....	51	2,962	364	121	103	54	2,547	340
5992	Florists.....	46	1,408	159	70	60	52	1,309	163
5996	Camera, photographic supply stores....	13	1,253	159	51	47	11	608	65
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	91	4,641	1,427	564	513	82	4,646	1,456
783	Motion picture theaters.....	26	(D)	(D)	(D)	(D)	22	1,988	468

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF UTICA, THE ENTIRE CITY, AND THE UTICA-ROME STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	+6.4	+7.3	+9.3	+17.1	+20.7
52	Lumber, building materials, hardware, farm equipment dealers.....	-42.3	-26.2	-17.5	-6.3	-1.0
5251	Hardware stores.....	-78.5	(D)	(D)	-48.6	-29.7
52 ex. 5251	Other.....	+112.3	(D)	(D)	+9.6	+6.1
53 part ²	General merchandise group stores ^{2 3}	+30.6	+34.0	+130.8	+56.4	+85.1
531	Department stores.....	+48.6	+48.6	...	+70.0	+110.9
533	Limited price variety stores.....	-3.5	-0.4	+71.9	+27.4	+67.8
539	Other general merchandise stores.....	+29.5	+82.3	+150.6	+69.9	+73.3
54	Food stores.....	-10.1	+7.3	+14.4	+17.9	+21.8
55 ex. 554	Automotive dealers.....	+15.6	+15.0	+13.7	+16.3	+16.5
554	Gasoline service stations.....	+17.8	-2.7	-6.0	+13.6	+13.4
56	Apparel, accessory stores.....	-6.0	-8.3	-24.6	+8.7	+27.8
561, 567	Men's, boys' apparel stores, custom tailors ⁴	+3.6	+0.7	-27.7	+4.0	+4.8
562, 563, 568	Women's clothing, specialty stores.....	+5.0	+6.7	+26.7	+12.4	+28.7
562	Ready-to-wear stores ⁵	-17.6	-19.5	-45.0	-7.2	+20.8
565	Family clothing stores ⁵	-100.0	(D)	(D)	+101.6	(D)
566	Shoe stores.....	-9.2	-7.2	+3.5	+10.0	+29.5
564, 569	Other apparel stores.....	-85.5	-83.2	-70.3	-69.2	-47.3
57	Furniture, home furnishings, equipment stores.....	-9.1	+1.4	+17.7	+9.7	+17.7
5712	Furniture stores ⁴	+10.0	+19.4	+29.2	+27.1	+33.4
5713-15, 19	Other home furnishings stores ⁴	-52.9	-65.5	-36.1	-37.7	+32.7
572, 573	Household appliance, radio, TV, music stores.....	-15.5	+8.6	+134.7	+4.5	+14.1
58	Eating, drinking places.....	+7.6	+14.7	+20.5	+16.6	+18.4
5812	Eating places.....	+8.8	+16.9	+24.7	+22.7	+25.7
5813	Drinking places.....	+5.3	+11.3	+15.3	+7.9	+8.3
591	Drug stores, proprietary stores.....	-17.8	+24.1	+68.5	+32.3	+47.7
59 ex. 591	Other retail stores ⁶	+20.3	+5.9	-15.0	+12.8	+10.7
592	Liquor stores.....	+9.6	+45.9	+71.0	+46.0	+53.8
594	Book, stationery stores.....	(D)	-46.1	(D)	+84.3	(D)
595	Sporting goods, bicycle stores.....	+43.6	+37.9	+10.4	(D)	(D)
597	Jewelry stores.....	(D)	+14.9	(D)	+16.3	(D)
5992	Florists.....	+46.8	+10.9	-20.3	+7.6	+0.5
5996	Camera, photographic supply stores.....	+129.4	+129.4	...	+106.1	+68.0
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	(D)	(D)	(D)	(D)	(D)
783	Motion picture theaters.....	-14.2	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 5.—RETAIL STORES: 1958 AND 1954—CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF
UTICA AND OF UTICA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metro- politan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	54.7	55.2	21.7	23.9
52	Lumber, building materials, hardware, farm equipment dealers....	27.4	35.0	7.8	12.7
5251	Hardware stores.....	(D)	(D)	16.2	38.7
52 ex. 5251	Other.....	(D)	(D)	6.4	3.3
53 part ²	General merchandise group stores ^{2 3}	94.2	96.7	43.9	52.6
531	Department stores.....	100.0	100.0	57.4	65.6
533	Limited price variety stores.....	92.9	95.9	42.9	56.6
539	Other general merchandise stores.....	40.0	56.4	6.0	7.8
54	Food stores.....	24.5	29.2	9.3	12.2
55 ex. 554	Automotive dealers.....	69.8	69.5	29.3	29.5
554	Gasoline service stations.....	17.0	14.1	5.0	4.8
56	Apparel, accessory stores.....	89.7	87.5	49.0	56.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	93.5	90.9	61.4	61.7
562, 563, 568	Women's clothing, specialty stores.....	91.1	92.5	64.5	69.0
562	Ready-to-wear stores ⁵	95.3	93.1	64.8	72.9
565	Family clothing stores ⁵	(D)	(D)	(Z)	(D)
566	Shoe stores.....	82.7	84.5	41.7	50.5
564, 569	Other apparel stores.....	72.5	84.4	26.8	57.2
57	Furniture, home furnishings, equipment stores.....	54.3	60.6	24.8	31.6
5712	Furniture stores ⁴	46.9	50.9	23.4	27.1
5713-15, 19	Other home furnishings stores ⁴	52.5	(D)	25.3	(D)
572, 573	Household appliance, radio, TV, music stores.....	65.3	84.2	26.3	31.9
58	Eating, drinking places.....	42.3	45.1	15.1	16.4
5812	Eating places.....	45.5	48.9	15.7	17.7
5813	Drinking places.....	37.3	39.4	14.0	14.4
591	Drug stores, proprietary stores.....	34.1	51.5	14.6	23.5
59 ex. 591	Other retail stores ⁶	67.3	59.2	24.0	22.5
592	Liquor stores.....	30.7	40.8	13.3	17.7
594	Book, stationery stores.....	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	86.4	82.9	53.4	(D)
597	Jewelry stores.....	(D)	93.0	(D)	62.3
5992	Florists.....	61.5	46.4	21.0	15.4
5996	Camera, photographic supply stores.....	100.0	100.0	69.0	62.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF UTICA, THE ENTIRE CITY, AND UTICA STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	2.3	4.2	4.5	6.6	6.3	7.8
5251	Hardware stores.....	0.7	3.4	(D)	(D)	0.9	2.1
52 ex. 5251	Other.....	1.6	0.8	(D)	(D)	5.3	5.7
53 part ²	General merchandise group stores ^{2 3}	21.8	17.7	12.6	10.1	10.7	8.0
531	Department stores.....	15.8	11.3	8.6	6.2	6.0	4.1
533	Limited price variety stores.....	5.4	6.0	3.2	3.4	2.7	2.5
539	Other general merchandise stores.....	0.6	0.5	0.8	0.5	2.0	1.4
54	Food stores.....	11.2	13.2	25.0	25.0	26.0	25.8
55 ex. 554	Automotive dealers.....	22.1	20.4	17.3	16.2	16.3	16.5
554	Gasoline service stations.....	1.4	1.3	4.6	5.1	6.2	6.4
56	Apparel, accessory stores.....	14.9	16.8	9.1	10.6	6.6	7.1
561, 567	Men's, boys' apparel stores, custom tailors.....	4.1	4.2	2.4	2.5	1.4	1.6
562, 563, 568	Women's clothing, specialty stores.....	8.2	8.4	4.9	5.0	2.8	2.9
562	Ready-to-wear stores.....	5.7	7.3	3.2	4.3	1.9	2.4
565	Family clothing stores.....	(Z)	(D)	(D)	0.2	1.0	0.6
566	Shoe stores.....	2.4	2.8	1.6	1.8	1.2	1.3
564, 569	Other apparel stores.....	0.2	1.4	0.1	0.9	0.2	0.6
57	Furniture, home furnishings, equipment stores.....	5.7	6.6	5.7	6.0	5.0	5.3
5712	Furniture stores.....	2.7	2.6	3.2	2.9	2.5	2.3
5713-15, 19	Other home furnishings stores.....	0.3	(D)	0.3	1.0	0.3	0.5
572, 573	Household appliance, radio, TV, music stores.....	2.6	3.3	2.2	2.0	2.2	2.3
58	Eating, drinking places.....	5.6	5.6	7.3	6.8	8.1	8.1
5812	Eating places.....	3.7	3.6	4.5	4.1	5.1	4.9
5813	Drinking places.....	1.9	1.9	2.8	2.7	3.0	3.2
591	Drug stores, proprietary stores.....	2.0	2.6	3.2	2.7	2.9	2.6
59 ex. 591	Other retail stores ⁶	13.1	11.6	10.7	10.8	11.9	12.3
592	Liquor stores.....	0.8	0.8	1.5	1.1	1.4	1.1
594	Book, stationery stores.....	(D)	(D)	0.2	0.3	0.2	0.1
595	Sporting goods, bicycle stores.....	1.1	0.8	0.7	0.6	0.5	(D)
597	Jewelry stores.....	(D)	2.2	1.4	1.3	0.8	0.8
5992	Florists.....	0.4	0.3	0.3	0.3	0.4	0.4
5996	Camera, photographic supply stores.....	1.1	0.5	0.6	0.3	0.4	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE UTICA, N.Y., STANDARD METROPOLITAN STATISTICAL AREA

Number of stores in major retail centers, by kind of business

MRC No. 1.—The planned center known as "New Hartford Shopping Center" bounded by: N.Y.O. and W.R.R., Fence line north of and paralleling Genesee St., Entrance roadway to New Hartford Shopping Center, Genesee St., Wilbur Rd., Wilbur Rd. extended, N.Y.O. and W.R.R.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²				
	Number.....	29	54	Food stores.....	4
	Sales.....(\$1,000)...	10,680	55 ex. 554	Automotive dealers.....	1
54, 58, 591-2	Convenience goods stores:		554	Gasoline service stations.....	...
	Number.....	7	56	Apparel, accessory stores ¹	9
	Sales.....(\$1,000)...	3,362	561, 567	Men's, boys' apparel stores, custom tailors.....	...
56, 57, 53 part ²	Shopping goods stores: ²		562-3, 568	Women's clothing, specialty stores.....	5
	Number.....	14	562	Ready-to-wear stores ²	4
	Sales.....(\$1,000)...	7,093	565	Family clothing stores ²	1
			566	Shoe stores.....	3
52, 55, 5393, 593-599	All other stores:		564, 569	Other apparel stores.....	...
	Number.....	8	57	Furniture, home furnishings, equipment stores.....	2
	Sales.....(\$1,000)...	225	5712	Furniture stores.....	1
		Number of establishments	5713-15, 19	Other home furnishings stores.....	...
			572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	29	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	2
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
			59 ex. 591	Other retail stores ⁶	6
53 part ²	General merchandise group stores ^{1 2}	3	592	Liquor stores.....	...
531	Department stores.....	1	594	Book, stationery stores.....	1
533	Limited price variety stores.....	2	595	Sporting goods, bicycle stores.....	1
539	Other general merchandise stores.....	...	597	Jewelry stores.....	1
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President, with one exception: nonstore retailers. This report includes, in addition to the retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—which have been excluded from the tabulations in this report, are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the "employer" universe, and those with no paid employment during 1958, i.e., the "nonemployer" universe. The method of obtaining census information for these two groups is described below:

Enumeration of "Employers."—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the

service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of "Nonemployers."—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitations of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53 General Merchandise Group Stores and SIC 56 Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to classify any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department in a department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and

allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation."

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59 have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except for "Nonstore Retailers")

This group includes all establishments within SIC major group 53— "General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described above is more than 80% of

total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and nonfranchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts,

hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances, such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc., and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylophones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, the municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

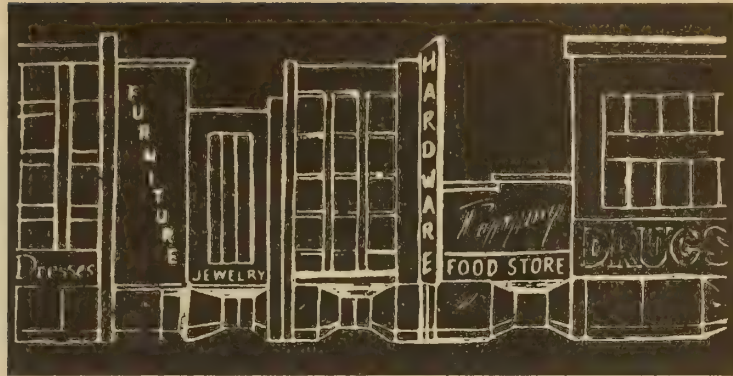
Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for—

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 5393, 55, 593-599).

DIVISION OF BUSINESS
APR 20 10 54 AM '61



CENTRAL BUSINESS DISTRICT STATISTICS

Washington, D.C.-
Md.-Va., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Robert W. Burgess, Director

BUREAU OF THE CENSUS

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MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

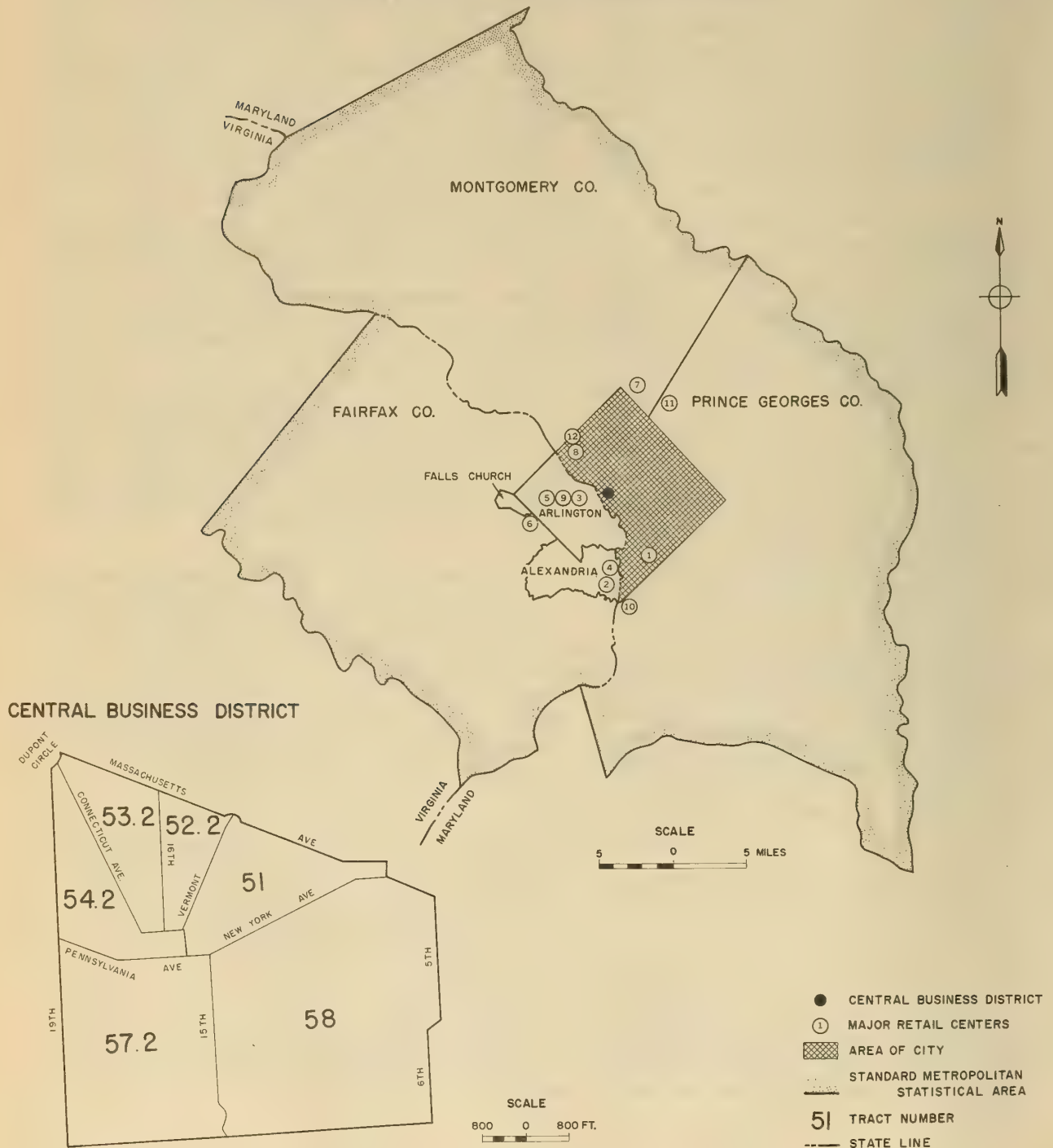
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

WASHINGTON, D.C. - MD. - VA.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF WASHINGTON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,373	395,903	77,193	26,861	24,060	1,375	397,367	72,955
52	Lumber, building materials, hardware, farm equipment dealers.....	8	1,328	191	42	38	13	1,520	283
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)	4	252	34
52 ex. 5251	Other.....	6	(D)	(D)	(D)	(D)	9	1,268	249
53 part ³	General merchandise group stores ³	27	132,418	30,930	11,734	10,622	36	134,541	28,478
531	Department stores.....	6	120,460	28,809	10,653	9,852	6	120,958	26,012
533	Limited price variety stores.....	7	9,866	1,784	969	669	13	10,056	1,809
539	Other general merchandise stores.....	14	2,092	337	112	101	17	3,527	657
54	Food stores.....	111	11,195	1,197	433	357	81	9,693	1,085
55 ex. 554	Automotive dealers.....	14	13,432	1,490	273	272	10	19,279	2,051
554	Gasoline service stations.....	18	2,902	376	117	108	20	2,960	428
56	Apparel, accessory stores.....	288	76,283	12,682	3,717	3,181	314	74,026	12,647
561, 567	Men's, boys' apparel stores, custom tailors ⁴	80	18,088	3,099	772	698	69	14,641	2,442
562, 563, 568	Women's clothing, specialty stores....	119	31,940	4,949	1,711	1,422	112	29,344	5,186
562	Ready-to-wear stores ⁵	80	27,193	4,204	1,492	1,222	71	24,587	4,495
565	Family clothing stores ⁵	15	10,256	2,103	584	518	13	10,136	2,032
566	Shoe stores.....	67	15,068	2,407	616	510	81	14,580	2,164
564, 569	Other apparel stores.....	7	931	124	34	33	33	4,579	823
57	Furniture, home furnishings, equipment stores.....	102	38,090	6,076	1,495	1,435	98	37,881	5,038
5712	Furniture stores ⁴	30	14,118	2,738	638	625	25	14,534	2,549
5713-15, 19	Other home furnishings stores ⁴	25	3,955	762	225	221	23	3,582	662
572, 573	Household appliance, radio, TV, music stores.....	47	20,017	2,576	632	589	47	19,749	1,827
58	Eating, drinking places.....	385	48,180	13,523	5,954	5,295	361	44,270	12,194
5812	Eating places.....	358	45,278	12,933	5,651	5,021	331	42,014	11,663
5813	Drinking places.....	27	2,902	590	303	274	30	2,256	531
591	Drug stores, proprietary stores.....	57	19,708	3,330	1,144	965	64	17,827	3,108
59 ex. 591	Other retail stores ⁶	363	52,367	7,398	1,952	1,787	378	55,370	7,643
592	Liquor stores.....	36	13,940	697	144	131	37	12,726	630
594	Book, stationery stores.....	28	3,650	562	155	142	32	4,829	679
595	Sporting goods, bicycle stores.....	8	2,180	348	77	66	8	1,298	226
597	Jewelry stores.....	68	8,541	1,656	391	362	91	11,675	2,207
5992	Florists.....	25	2,228	490	152	131	24	2,237	562
5996	Camera, photographic supply stores....	16	3,190	419	94	89	18	3,170	376
SELECTED SERVICES									
7011, 7012	Hotels.....	57	35,681	12,959	4,795	4,241	58	33,209	11,677
783	Motion picture theaters.....	13	4,876	962	345	311	13	5,708	1,016

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$8,707,000, of which \$1,912,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF WASHINGTON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab-lish-ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab-lish-ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	6,061	1,277,862	182,191	61,732	54,159	6,387	1,168,510	166,827
52	Lumber, building materials, hardware, farm equipment dealers.....	170	32,882	4,896	1,190	1,103	169	30,603	5,088
5251	Hardware stores.....	92	7,621	933	293	264	94	6,249	823
52 ex. 5251	Other.....	78	25,261	3,963	897	839	75	24,354	4,265
53 part ³	General merchandise group stores ³	137	184,524	38,501	14,334	12,415	195	178,476	35,117
531	Department stores.....	10	159,351	34,319	12,279	10,985	12	151,594	30,636
533	Limited price variety stores.....	71	19,382	3,363	1,773	1,198	116	20,666	3,610
539	Other general merchandise stores.....	55	(D)	(D)	(D)	(D)	67	6,216	871
54	Food stores.....	1,253	235,684	18,037	5,556	4,434	1,484	224,737	16,792
55 ex. 554	Automotive dealers.....	221	183,348	19,429	4,073	3,915	206	177,826	19,937
554	Gasoline service stations.....	443	63,050	6,867	2,487	2,173	422	55,627	6,793
56	Apparel, accessory stores.....	609	119,002	18,047	6,113	5,206	667	105,651	16,453
561, 567	Men's, boys' apparel stores, custom tailors ⁴	157	25,416	3,954	1,030	912	134	19,458	3,063
562, 563, 568	Women's clothing, specialty stores....	251	55,886	7,891	3,294	2,839	256	44,063	6,871
562	Ready-to-wear stores ⁵	148	48,763	6,918	2,993	2,564	164	37,872	6,059
565	Family clothing stores ⁵	41	13,954	2,684	801	683	37	13,592	2,496
566	Shoe stores.....	113	20,871	3,195	869	673	134	20,086	2,933
564, 569	Other apparel stores.....	29	2,469	323	119	99	72	6,722	1,090
57	Furniture, home furnishings, equipment stores.....	336	88,983	13,857	3,666	3,463	360	71,076	10,292
5712	Furniture stores ⁶	97	33,186	5,666	1,407	1,356	75	25,812	4,538
5713-15, 19	Other home furnishings stores ⁶	92	13,606	2,647	730	706	91	11,419	2,187
572, 573	Household appliance, radio, TV, music stores.....	147	42,191	5,544	1,529	1,401	142	32,815	3,567
58	Eating, drinking places.....	1,417	125,191	34,846	15,494	13,882	1,358	111,139	30,472
5812	Eating places.....	1,249	115,040	32,996	14,467	12,968	1,148	99,046	28,142
5813	Drinking places.....	168	10,151	1,850	1,027	914	206	12,025	2,330
591	Drug stores, proprietary stores.....	288	61,641	9,769	3,684	3,063	325	56,525	9,038
59 ex. 591	Other retail stores ⁶	1,187	183,557	17,942	5,135	4,505	1,201	156,850	16,845
592	Liquor stores.....	356	97,655	4,989	1,442	1,213	328	82,972	4,172
594	Book, stationery stores.....	62	5,633	904	259	225	54	6,780	948
595	Sporting goods, bicycle stores.....	21	3,723	521	120	105	37	2,723	357
597	Jewelry stores.....	107	10,838	2,040	507	464	134	13,700	2,502
5992	Florists.....	94	5,417	1,003	322	284	89	4,882	963
5996	Camera, photographic supply stores....	28	4,742	622	138	124	26	3,742	406
SELECTED SERVICES									
7011, 7012	Hotels.....	112	59,376	21,128	8,269	7,270	99	52,449	18,633
783	Motion picture theaters.....	50	9,951	2,371	970	821	60	11,209	2,564

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	11,042	2,454,186	311,191	107,526	90,880	10,488	1,963,461	251,275
52	Lumber, building materials, hardware, farm equipment dealers.....	496	96,608	12,237	3,178	2,804	429	90,441	11,764
5251	Hardware stores.....	231	22,098	2,930	918	737	221	21,780	2,832
52 ex. 5251	Other.....	265	74,510	9,307	2,260	2,067	208	68,661	8,932
53 part ³	General merchandise group stores ³	345	317,261	54,316	21,445	18,018	361	258,526	44,744
531	Department stores.....	25	259,645	45,601	16,965	14,978	24	210,705	37,325
533	Limited price variety stores.....	151	40,474	6,742	3,767	2,459	195	36,163	6,122
539	Other general merchandise stores.....	123	16,014	1,973	713	581	136	11,442	1,297
54	Food stores.....	2,153	598,408	44,248	13,922	10,266	2,330	466,946	34,192
55 ex. 554	Automotive dealers.....	505	381,564	40,716	8,580	8,314	425	328,591	35,500
554	Gasoline service stations.....	1,231	159,015	16,731	6,565	5,317	1,025	116,354	13,028
56	Apparel, accessory stores.....	986	179,444	25,818	9,203	7,573	1,011	143,402	21,077
561, 567	Men's, boys' apparel stores, custom tailors ⁴	239	35,751	5,264	1,424	1,215	184	24,398	3,603
562, 563, 568	Women's clothing, specialty stores....	372	80,372	11,032	4,665	4,011	370	62,039	9,068
562	Ready-to-wear stores ⁵	238	71,200	9,814	4,250	3,633	251	54,208	7,976
565	Family clothing stores ⁵	71	21,949	3,688	1,239	1,027	62	16,338	2,894
566	Shoe stores.....	208	34,617	5,126	1,550	1,061	211	27,927	4,049
564, 569	Other apparel stores.....	72	6,151	708	325	259	132	10,318	1,463
57	Furniture, home furnishings, equipment stores.....	661	135,827	20,783	5,483	5,154	583	94,646	13,769
5712	Furniture stores ⁴	185	53,210	8,906	2,138	2,034	116	33,905	5,911
5713-15, 19	Other home furnishings stores ⁴	161	20,435	3,673	3,179	990	136	14,924	2,857
572, 573	Household appliance, radio, TV, music stores.....	315	62,182	8,204	2,304	2,130	255	44,345	5,001
58	Eating, drinking places.....	2,290	198,127	51,011	24,099	21,190	2,026	162,458	41,192
5812	Eating places.....	1,989	179,541	47,953	22,426	19,711	1,644	140,129	37,305
5813	Drinking places.....	301	18,588	3,058	1,673	1,479	374	22,185	3,887
591	Drug stores, proprietary stores.....	487	124,870	19,492	7,457	5,607	485	93,594	14,527
59 ex. 591	Other retail stores ⁶	1,888	263,062	25,839	7,594	6,637	1,813	208,503	21,482
592	Liquor stores.....	459	126,112	6,328	1,855	1,574	406	101,716	4,930
594	Book, stationery stores.....	85	7,233	1,114	356	299	77	8,643	1,188
595	Sporting goods, bicycle stores.....	69	6,340	789	222	189	79	4,216	523
597	Jewelry stores.....	164	15,687	2,934	753	681	198	17,379	3,093
5992	Florists.....	152	8,254	1,468	493	424	141	6,662	1,288
5996	Camera, photographic supply stores....	47	6,261	757	178	159	38	4,631	529
SELECTED SERVICES									
7011, 7012	Hotels.....	132	60,365	21,504	8,439	7,432	113	53,405	18,980
783	Motion picture theaters.....	96	15,116	3,326	1,414	1,138	106	15,822	3,429

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF WASHINGTON, THE ENTIRE CITY, AND WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	0.4	9.4	14.4	25.0	31.4
52	Lumber, building materials, hardware, farm equipment dealers.....	-12.6	7.4	8.5	6.8	7.2
5251	Hardware stores.....	(D)	22.0	(D)	1.5	(D)
52 ex. 5251	Other.....	(D)	3.7	(D)	8.5	(D)
53 part ³	General merchandise group stores ³	-1.6	3.4	18.6	22.7	49.1
531	Department stores.....	-0.4	5.1	26.9	23.2	155.1
533	Limited price variety stores.....	-1.9	-6.2	-10.3	11.9	17.2
539	Other general merchandise stores.....	-40.7	(D)	(D)	40.0	75.9
54	Food stores.....	15.5	4.9	4.4	28.2	28.4
55 ex. 554	Automotive dealers.....	-30.3	3.1	7.2	16.1	19.0
554	Gasoline service stations.....	-2.0	13.3	14.2	36.7	37.7
56	Apparel, accessory stores.....	3.0	12.6	35.1	25.1	48.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	23.5	30.6	52.1	46.5	81.0
562, 563, 568	Women's clothing, specialty stores.....	8.8	26.8	62.7	29.6	48.1
562	Ready-to-wear stores ⁵	10.6	28.8	62.4	31.3	48.6
565	Family clothing stores ⁵	1.2	2.7	7.0	34.3	88.5
566	Shoe stores.....	3.3	3.9	5.4	24.0	46.5
564, 569	Other apparel stores.....	-79.7	-63.3	-28.2	-40.4	-9.1
57	Furniture, home furnishings, equipment stores.....	0.6	25.2	53.3	43.5	72.2
5712	Furniture stores ⁴	-2.9	28.6	69.1	56.9	101.8
5713-15, 19	Other home furnishings stores ⁴	10.4	19.2	23.1	36.9	45.3
572, 573	Household appliance, radio, TV, music stores.....	1.4	28.6	69.7	40.2	71.4
58	Eating, drinking places.....	8.8	12.6	15.2	22.0	26.9
5812	Eating places.....	7.8	16.1	22.3	28.1	36.8
5813	Drinking places.....	28.6	-17.6	-25.8	-16.2	-21.3
591	Drug stores, proprietary stores.....	10.6	9.1	8.4	33.4	38.8
59 ex. 591	Other retail stores ⁶	-5.4	17.0	29.3	26.2	37.6
592	Liquor stores.....	9.5	17.7	19.2	24.0	26.1
594	Book, stationery stores.....	-24.4	-16.9	1.6	-16.3	-6.1
595	Sporting goods, bicycle stores.....	68.0	36.7	8.3	50.4	42.6
597	Jewelry stores.....	-26.9	-20.9	13.4	-9.7	25.3
5992	Florists.....	-0.4	11.0	20.6	23.9	36.2
5996	Camera, photographic supply stores.....	0.6	26.7	171.3	35.2	110.2
	SELECTED SERVICES					
7011, 7012	Hotels.....	7.4	13.2	23.2	13.0	22.2
783	Motion picture theaters.....	-14.6	-11.2	-7.7	-4.5	1.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WASHINGTON AND OF WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	31.0	34.0	16.1	20.2
52	Lumber, building materials, hardware, farm equipment dealers...	4.0	5.0	1.4	1.7
5251	Hardware stores.....	(D)	4.0	(D)	1.2
52 ex. 5251	Other.....	(D)	5.2	(D)	1.8
53 part ³	General merchandise group stores ³	71.8	75.4	41.7	52.0
531	Department stores.....	75.6	79.8	46.4	57.4
533	Limited price variety stores.....	50.9	48.7	24.4	27.8
539	Other general merchandise stores.....	(D)	56.7	13.1	30.8
54	Food stores.....	4.8	4.3	1.9	2.1
55 ex. 554	Automotive dealers.....	7.3	10.8	3.5	5.9
554	Gasoline service stations.....	4.6	5.3	1.8	2.5
56	Apparel, accessory stores.....	64.1	70.1	42.5	51.6
561, 567	Men's, boys' apparel stores, custom tailors ⁴	71.2	75.2	50.6	60.0
562, 563, 568	Women's clothing, specialty stores.....	57.2	66.6	39.7	47.3
562	Ready-to-wear stores ⁵	55.8	64.9	38.2	45.4
565	Family clothing stores ⁵	73.5	74.6	46.7	62.0
566	Shoe stores.....	72.1	72.6	43.5	52.2
564, 569	Other apparel stores.....	37.7	68.1	15.1	44.4
57	Furniture, home furnishings, equipment stores.....	42.8	53.3	28.0	40.0
5712	Furniture stores ⁴	42.5	56.3	26.5	42.9
5713-15, 19	Other home furnishings stores ⁴	29.1	31.4	19.4	24.0
572, 573	Household appliance, radio, TV, music stores.....	47.4	60.2	32.2	44.5
58	Eating, drinking places.....	38.5	39.8	24.3	27.3
5812	Eating places.....	39.4	42.4	25.2	30.0
5813	Drinking places.....	28.6	18.8	15.6	10.2
591	Drug stores, proprietary stores.....	32.0	31.5	15.8	19.0
59 ex. 591	Other retail stores ⁶	28.5	35.3	19.9	26.6
592	Liquor stores.....	14.3	15.3	11.1	12.5
594	Book, stationery stores.....	64.8	71.2	50.5	55.9
595	Sporting goods, bicycle stores.....	58.6	53.6	34.4	30.8
597	Jewelry stores.....	78.8	85.2	54.4	67.2
5992	Florists.....	41.1	45.8	27.0	33.6
5996	Camera, photographic supply stores.....	67.3	84.7	51.0	68.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WASHINGTON, THE ENTIRE CITY, AND WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	0.3	0.4	2.6	2.6	3.9	4.6
5251	Hardware stores.....	(D)	0.1	0.6	0.5	0.9	1.1
52 ex. 5251	Other.....	(D)	0.3	2.0	2.1	3.0	3.5
53 part ³	General merchandise group stores ³	33.4	33.9	14.4	15.3	12.9	13.2
531	Department stores.....	30.4	30.5	12.5	13.0	10.6	10.7
533	Limited price variety stores.....	2.5	2.5	1.5	1.8	1.6	1.8
539	Other general merchandise stores.....	0.5	0.9	(D)	0.5	0.7	0.6
54	Food stores.....	2.8	2.4	18.5	19.2	24.4	23.8
55 ex. 554	Automotive dealers.....	3.4	4.9	14.3	15.2	15.5	16.7
554	Gasoline service stations.....	0.8	0.8	4.9	4.8	6.5	5.9
56	Apparel, accessory stores.....	19.3	18.6	9.3	9.1	7.3	7.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	4.6	3.7	2.0	1.7	1.4	1.2
562, 563, 568	Women's clothing, specialty stores....	8.1	7.4	4.4	3.8	3.3	3.2
562	Ready-to-wear stores ⁵	6.9	6.2	3.8	3.2	2.9	2.8
565	Family clothing stores ⁵	2.6	2.6	1.1	1.2	0.9	0.8
566	Shoe stores.....	3.8	3.7	1.6	1.7	1.4	1.4
564, 569	Other apparel stores.....	0.2	1.2	0.2	0.6	0.3	0.5
57	Furniture, home furnishings, equipment stores.....	9.6	9.5	7.0	6.1	5.5	4.8
5712	Furniture stores ⁴	3.6	3.6	2.6	2.2	2.2	1.7
5713-15, 19	Other home furnishings stores ⁴	1.0	0.9	1.1	1.0	0.8	0.8
572, 573	Household appliance, radio, TV, music stores.....	5.1	5.0	3.3	2.8	2.5	2.3
58	Eating, drinking places.....	12.2	11.1	9.8	9.5	8.1	8.3
5812	Eating places.....	11.4	10.6	9.0	8.5	7.3	7.1
5813	Drinking places.....	0.7	0.5	0.8	1.0	0.8	1.1
591	Drug stores, proprietary stores.....	5.0	4.5	4.8	4.8	5.1	4.8
59 ex. 591	Other retail stores ⁶	13.2	13.9	14.4	13.4	10.7	10.6
592	Liquor stores.....	3.5	3.2	7.6	7.1	5.1	5.2
594	Book, stationery stores.....	0.9	1.2	0.4	0.2	0.3	0.4
595	Sporting goods, bicycle stores.....	0.6	0.3	0.3	0.2	0.3	0.2
597	Jewelry stores.....	2.2	2.9	0.8	1.2	0.6	0.9
5992	Florists.....	0.6	0.5	0.4	0.4	0.3	0.3
5996	Camera, photographic supply stores....	0.8	0.8	0.4	0.3	0.3	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.--Includes the stores on the 2600-2800 blocks, inclusive of Alabama Ave., the 2400-2700 blocks inclusive, of Good Hope Rd. and along the 2700 block of Naylor Rd. (Washington, D.C.)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	25	554	Gasoline service stations.....	4
	Sales.....(\$1,000)...	17,674	56	Apparel, accessory stores ²	1
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Number.....	13	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	2,944	562	Ready-to-wear stores ⁵
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵
56, 57	Number.....	3	566	Shoe stores.....	1
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
59 ex. 591	Number.....	9	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	25	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	5
5251	Hardware stores.....	1	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ² ³	1	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
54	Food stores.....	6	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

MRC No. 2.--Includes the stores in the area bounded by Cameron, Lee, Prince, and Payne Sts. (Alexandria City, Va.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	137	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	29,219	56	Apparel, accessory stores ²	40
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	13
	Number.....	39	562-3, 568	Women's clothing, specialty stores.....	7
	Sales.....(\$1,000)...	6,256	562	Ready-to-wear stores ⁵	7
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ⁵	2
56, 57	Number.....	61	566	Shoe stores.....	15
	Sales.....(\$1,000)...	14,964	564, 569	Other apparel stores.....	3
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	14
59 ex. 591	Number.....	37	5712	Furniture stores.....	5
	Sales.....(\$1,000)...	7,999	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ³	137	58	Eating, drinking places.....	23
52	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	19
5251	Hardware stores.....	4	5813	Drinking places.....	4
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	5
53 part ³	General merchandise group stores ² ³	7	59 ex. 591	Other retail stores ⁶	28
531	Department stores.....	2	592	Liquor stores.....	2
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	3	595	Sporting goods, bicycle stores.....	5
			597	Jewelry stores.....	1
54	Food stores.....	11	5992	Florists.....	2
			5996	Camera, photographic supply stores.....	2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 3.--Includes stores in the Clarendon Shopping Area bounded by North 13th, North Highland, North Franklin Rd., North Barton, North Fairfax Drive, North Fillmore, North 11th, North Garfield, and North Ivy (Arlington County, Va.)					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	6
	Number.....	82	554	Gasoline service stations.....	7
	Sales.....(\$1,000)...	37,218	56	Apparel, accessory stores ²	16
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
53 part, ³ 56, 57	Number.....	16	562-3, 568	Women's clothing, specialty stores....	4
	Sales.....(\$1,000)...	4,048	562	Ready-to-wear stores ⁵	4
	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	35	566	Shoe stores.....	8
52, 55, 59 ex. 591	Sales.....(\$1,000)...	24,981	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	16
	Number.....	31	5712	Furniture stores.....	7
	Sales.....(\$1,000)...	8,189	5713-15, 19	Other home furnishings stores.....	2
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	7
Retail stores, total ³		82	58	Eating, drinking places.....	8
52	Lumber, building materials, hardware, farm equipment dealers.....	5	5812	Eating places.....	8
	Hardware stores.....	1	5813	Drinking places.....	...
	Other.....	4	591	Drug stores, proprietary stores.....	1
	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	13
531	Department stores.....	2	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
54	Food stores.....	7	597	Jewelry stores.....	3
			5992	Florists.....	1
			5996	Camera, photographic supply stores....	2

MRC No. 4.--Includes the planned center known as "Arlandria" and the stores on Mount Vernon Ave. from Reed Ave. to Four Mile Run (Alexandria City, Va.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	36	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	6,899	56	Apparel, accessory stores ²	5
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	15	562-3, 568	Women's clothing, specialty stores....	1
	Sales.....(\$1,000)...	4,428	562	Ready-to-wear stores ⁵	1
	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	9	566	Shoe stores.....	1
52, 55, 59 ex. 591	Sales.....(\$1,000)...	1,448	564, 569	Other apparel stores.....	2
	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
	Number.....	12	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	1,023	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
Retail stores, total ³		36	58	Eating, drinking places.....	9
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	9
	Hardware stores.....	2	5813	Drinking places.....	...
	Other.....	...	591	Drug stores, proprietary stores.....	2
	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	4	597	Jewelry stores.....	2
			5992	Florists.....	...
			5996	Camera, photographic supply stores....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 5.--Includes the planned center known as "Parkington" and the stores on Wilson Blvd. from Glebe Rd. to North Randolph and along Glebe Rd. from Henderson Rd. to Wilson Blvd. (Arlington County, Va.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	38	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	27,618	56	Apparel, accessory stores ²	10
			561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	4
	Number.....	8	562	Ready-to-wear stores ³	4
	Sales.....(\$1,000)...	4,044	565	Family clothing stores ³
			566	Shoe stores.....	4
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	1
	Number.....	22	57	Furniture, home furnishings, equipment stores.....	8
	Sales.....(\$1,000)...	21,346	5712	Furniture stores.....	5
			5713-15, 19	Other home furnishings stores.....	1
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	2
	Number.....	8	58	Eating, drinking places.....	3
	Sales.....(\$1,000)...	2,228	5812	Eating places.....	3
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	38	591	Drug stores, proprietary stores.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	4
	Hardware stores.....	1	592	Liquor stores.....	...
	Other.....	...	594	Book, stationery stores.....	1
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	4	595	Sporting goods, bicycle stores.....	1
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	2	5992	Florists.....	...
	Other general merchandise stores.....	1	5996	Camera, photographic supply stores.....	...
54	Food stores.....	3			

MRC No. 6.--Includes the planned centers known as "Seven Corners" and "Willston" extending along the 6500-6700 blocks of Arlington Blvd., 6400-6700 blocks of Wilson Blvd., 100 block of Leesburg Turnpike, the 1100 blocks of Hillwood Ave., and East Broad St., and the 6300 block of Willston Dr. (Fairfax County and Falls Church, Va.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	67	554	Gasoline service stations.....	8
	Sales.....(\$1,000)...	34,647	56	Apparel, accessory stores ²	19
			561, 567	Men's, boys' apparel stores, custom tailors.....	4
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	8
	Number.....	14	562	Ready-to-wear stores ³	8
	Sales.....(\$1,000)...	7,742	565	Family clothing stores ³
			566	Shoe stores.....	6
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	1
	Number.....	32	57	Furniture, home furnishings, equipment stores.....	7
	Sales.....(\$1,000)...	21,502	5712	Furniture stores.....	2
			5713-15, 19	Other home furnishings stores.....	2
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	3
	Number.....	21	58	Eating, drinking places.....	4
	Sales.....(\$1,000)...	5,403	5812	Eating places.....	4
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	67	591	Drug stores, proprietary stores.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	2	59 ex. 591	Other retail stores ⁶	9
	Hardware stores.....	2	592	Liquor stores.....	1
	Other.....	...	594	Book, stationery stores.....	1
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	6	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	2	5992	Florists.....	1
	Other general merchandise stores.....	3	5996	Camera, photographic supply stores.....	...
54	Food stores.....	8			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 7.—Includes stores in the area bounded by Fenton St., Colesville Rd., Spring, Cedar, Pershing Dr., Fenton, Gist Ct., Philadelphia Ave., Burlington Ave., B & O RR., Jessup, Blair Park, Georgia Ave., Eastern Ave., Newell, Blair Mill Rd., B & O RR., Colesville Rd., 2d Ave., Fidler La., Georgia Ave., and Cameron (Silver Spring, Md.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	16
	Number.....	174			
	Sales.....(\$1,000)...	64,378	554	Gasoline service stations.....	11
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	35
	Number.....	45	561, 567	Men's, boys' apparel stores, custom tailors.....	5
	Sales.....(\$1,000)...	11,974	562-3, 568	Women's clothing, specialty stores....	16
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	11
56, 57	Number.....	56	565	Family clothing stores ⁵	1
	Sales.....(\$1,000)...	30,981	566	Shoe stores.....	12
			564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	14
59 ex. 591	Number.....	73	5712	Furniture stores.....	3
	Sales.....(\$1,000)...	21,423	5713-15, 19	Other home furnishings stores.....	3
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	8
	Retail stores, total ³	174	58	Eating, drinking places.....	26
52	Lumber, building materials, hardware, farm equipment dealers.....	8	5812	Eating places.....	24
5251	Hardware stores.....	4	5813	Drinking places.....	2
52 ex. 5251	Other.....	4	591	Drug stores, proprietary stores.....	5
53 part ³	General merchandise group stores ^{2 3}	7	59 ex. 591	Other retail stores ⁶	38
531	Department stores.....	2	592	Liquor stores.....	2
533	Limited price variety stores.....	2	594	Book, stationery stores.....	1
539	Other general merchandise stores.....	3	595	Sporting goods, bicycle stores.....	5
			597	Jewelry stores.....	3
54	Food stores.....	14	5992	Florists.....	4
			5996	Camera, photographic supply stores....	2

MRC No. 8.—Includes stores in the area bounded by Chesapeake St. NW., Belt Rd. NW., Sheridan St. NW., Albemarle St. NW. 40th St. NW., Yuma St. NW., and 42d St. NW. (Washington, D.C.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	25			
	Sales.....(\$1,000)...	18,005	554	Gasoline service stations.....	2
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	2
	Number.....	10	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	1,393	562-3, 568	Women's clothing, specialty stores....	1
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	1
56, 57	Number.....	7	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	(D)	566	Shoe stores.....	...
			564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
59 ex. 591	Number.....	8	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	25	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	4
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	2	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	5	5992	Florists.....	...
			5996	Camera, photographic supply stores....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁵Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 9.--Includes the planned center known as "Virginia Square" and the stores on North Fairfax Dr. from Nelson to Wilson Blvd., on North Washington Blvd. from North Monroe to Wilson Blvd., and on North Monroe and North Kirkwood Rd. from Washington Blvd. to Wilson Blvd. (Arlington County, Va.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	22	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	13,430	56	Apparel, accessory stores ²	2
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	4	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ³
56, 57	Number.....	7	566	Shoe stores.....	...
	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
59 ex. 591	Number.....	11	5712	Furniture stores.....	2
	Sales.....(\$1,000)...	1,072	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	22	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ² ³	2	59 ex. 591	Other retail stores ⁶	5
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	1
54	Food stores.....	2	5996	Camera, photographic supply stores.....	...

MRC No. 10.--Includes the planned center known as "Eastover Shopping Center" and the stores in the area bounded by Oxon Run Dr., Indian Head Hwy., Audrey La., Bell La., and stores along both sides of South Capitol St. and Indian Head Hwy. from 4633 South Capitol St. to Audrey La.--Talbert Dr. (Washington D.C. and Prince Georges County, Md.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	40	554	Gasoline service stations.....	3
	Sales.....(\$1,000)...	16,699	56	Apparel, accessory stores ²	11
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	14	562-3, 568	Women's clothing, specialty stores.....	4
	Sales.....(\$1,000)...	9,799	562	Ready-to-wear stores ³	2
53 part, ³	Shopping goods stores: ³		565	Family clothing stores ³
56, 57	Number.....	16	566	Shoe stores.....	4
	Sales.....(\$1,000)...	4,690	564, 569	Other apparel stores.....	1
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	10	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	2,210	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	40	58	Eating, drinking places.....	4
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	4
5251	Hardware stores.....	1	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ² ³	3	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	2
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	8	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE WASHINGTON STANDARD METROPOLITAN STATISTICAL AREA--Continued

MRC No. 11.--Includes the planned center known as "Langley Park" and the stores in the area bounded by Lebanon, New Hampshire Ave., Edwards Place, University Blvd. East, New Hampshire Ave., Kirklynn Ave., Hammond Ave., Ann Ave., University Blvd. East (Prince Georges County, Md.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	51	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	26,306	56	Apparel, accessory stores ²	10
			561, 567	Men's, boys' apparel stores, custom tailors.....	3
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	2
	Number.....	16	562	Ready-to-wear stores ⁵	1
	Sales.....(\$1,000)...	13,188	565	Family clothing stores ⁵
			566	Shoe stores.....	3
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	2
	Number.....	21	57	Furniture, home furnishings, equipment stores.....	8
	Sales.....(\$1,000)...	10,917	5712	Furniture stores.....	1
			5713-15, 19	Other home furnishings stores.....	2
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	5
	Number.....	14	58	Eating, drinking places.....	4
	Sales.....(\$1,000)...	2,201	5812	Eating places.....	4
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	51	591	Drug stores, proprietary stores.....	3
	Lumber, building materials, hardware, farm equipment dealers.....	2	59 ex. 591	Other retail stores ⁶	9
	Hardware stores.....	2	592	Liquor stores.....	3
	Other.....	...	594	Book, stationery stores.....	...
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	3	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	3
	Limited price variety stores.....	2	5992	Florists.....	...
	Other general merchandise stores.....	...	5996	Camera, photographic supply stores.....	...
54	Food stores.....	9			

MRC No. 12.--Includes the planned center known as "Chevy Chase" and the stores on Western Ave. from Harrison St. to Livingston St., and along Wisconsin Ave. from Jennifer St. to High St. (Washington, D.C. and Montgomery County, Md.)

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	2
	Number.....	32	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	26,555	56	Apparel, accessory stores ²	5
			561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Convenience goods stores:		562-3, 568	Women's clothing, specialty stores.....	3
	Number.....	9	562	Ready-to-wear stores ⁵	2
	Sales.....(\$1,000)...	7,852	565	Family clothing stores ⁵
			566	Shoe stores.....	1
52, 55, 59 ex. 591	Shopping goods stores: ³		564, 569	Other apparel stores.....	...
	Number.....	10	57	Furniture, home furnishings, equipment stores.....	3
	Sales.....(\$1,000)...	(D)	5712	Furniture stores.....	1
			5713-15, 19	Other home furnishings stores.....	...
52	All other stores:		572, 5732	Household appliance, radio, TV, music stores.....	2
	Number.....	13	58	Eating, drinking places.....	3
	Sales.....(\$1,000)...	(D)	5812	Eating places.....	3
			5813	Drinking places.....	...
5251 52 ex. 5251	Retail stores, total ³	32	591	Drug stores, proprietary stores.....	2
	Lumber, building materials, hardware, farm equipment dealers.....	1	59 ex. 591	Other retail stores ⁶	8
	Hardware stores.....	1	592	Liquor stores.....	2
	Other.....	...	594	Book, stationery stores.....	1
53 part ³ 531 533 539	General merchandise group stores ^{2 3}	2	595	Sporting goods, bicycle stores.....	...
	Department stores.....	1	597	Jewelry stores.....	1
	Limited price variety stores.....	...	5992	Florists.....	1
	Other general merchandise stores.....	1	5996	Camera, photographic supply stores.....	1
54	Food stores.....	4			

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

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U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Waterbury, Conn., Area

1958 Census of Business



U.S. DEPARTMENT OF COMMERCE

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MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Waterbury, Conn., Area—BC58-CBD93

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

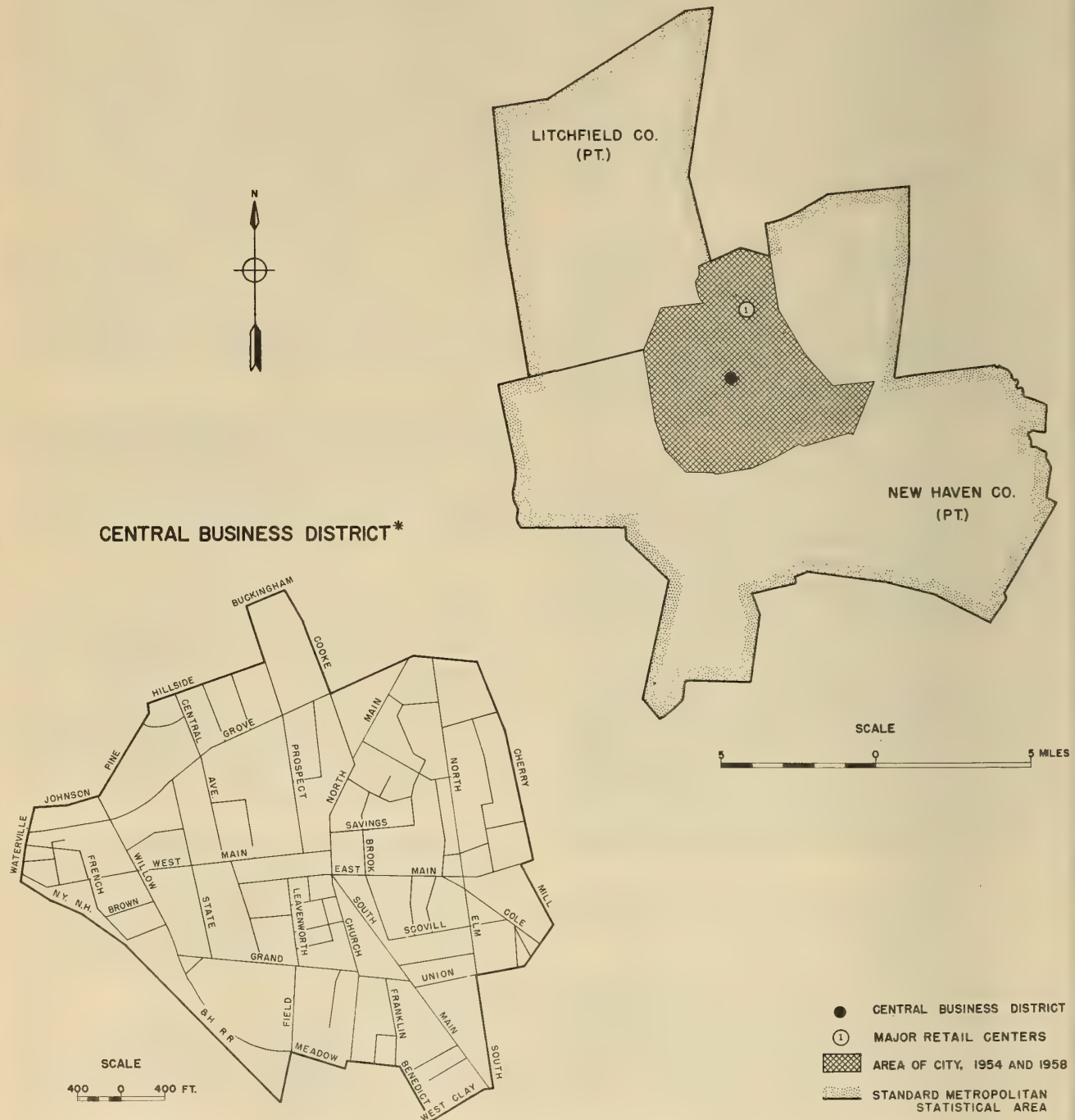
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

WATERBURY, CONN.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



*CONSISTS OF TRACT W-1

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF WATERBURY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	476	66,093	9,947	3,371	2,657	492	71,037	10,643
52	Lumber, building materials, hardware, farm equipment dealers.....	18	1,062	168	41	41	12	2,837	482
5251	Hardware stores.....	5	63	3	1	1	2	(D)	(D)
52 ex. 5251	Other.....	13	999	165	40	40	10	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	17	9,505	1,766	715	507	15	9,250	1,598
531	Department stores.....	3	5,088	956	381	279	3	4,527	798
533	Limited price variety stores.....	5	3,863	730	309	210	4	(D)	(D)
539	Other general merchandise stores.....	9	554	80	25	18	8	(D)	(D)
54	Food stores.....	52	9,784	901	286	215	71	11,167	1,005
55 ex. 554	Automotive dealers.....	23	10,857	1,142	234	221	22	11,355	1,535
554	Gasoline service stations.....	14	872	65	29	19	13	706	51
56	Apparel, accessory stores.....	90	13,750	2,600	880	670	119	15,101	2,540
561, 567	Men's, boys' apparel stores, custom tailors ⁴	24	2,359	403	114	97	22	2,888	463
562, 563, 568	Women's clothing, specialty stores.....	40	5,159	1,023	365	287	53	7,600	1,427
562	Ready-to-wear stores ⁵	22	3,237	647	228	177	27	6,753	1,288
565	Family clothing stores ⁵	8	4,170	886	301	200	3	1,308	206
566	Shoe stores.....	13	(D)	(D)	(D)	(D)	22	(D)	283
564, 569	Other apparel stores.....	5	(D)	(D)	(D)	(D)	13	1,104	161
57	Furniture, home furnishings, equipment stores.....	55	7,241	1,311	413	371	53	8,859	1,548
5712	Furniture stores ⁴	16	3,124	606	179	166	12	3,836	827
5713-15, 19	Other home furnishings stores ⁴	20	1,964	319	117	101	18	1,851	285
572, 573	Household appliance, radio, TV, music stores.....	19	2,153	386	117	104	19	3,114	436
58	Eating, drinking places.....	100	4,039	796	421	314	100	4,515	897
5812	Eating places.....	66	2,612	588	318	244	60	2,897	644
5813	Drinking places.....	34	1,427	208	103	70	38	1,606	253
591	Drug stores, proprietary stores.....	13	1,825	235	80	65	15	1,536	210
59 ex. 591	Other retail stores ⁶	94	7,158	963	272	234	72	5,711	777
592	Liquor stores.....	20	1,266	55	21	14	16	1,018	50
594	Book, stationery stores.....	4	(D)	(D)	57	51	5	1,039	175
595	Sporting goods, bicycle stores.....	2	(D)	(D)	8	7	2	(D)	(D)
597	Jewelry stores.....	13	(D)	(D)	82	70	16	1,546	317
5992	Florists.....	3	208	32	12	10	3	131	17
5996	Camera, photographic supply stores....	4	927	99	34	31	3	367	18
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	7	889	315	156	137	6	(D)	324
783	Motion picture theaters.....	3	(D)	(D)	(D)	(D)	3	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$1,503,000 of which \$776,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

WATERBURY, CONN., AREA

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Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF WATERBURY

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,324	140,814	16,468	5,676	4,389	1,332	134,748	16,380
52	Lumber, building materials, hardware, farm equipment dealers.....	64	7,570	1,185	262	253	38	8,173	1,249
5251	Hardware stores.....	23	784	59	21	18	15	554	66
52 ex. 5251	Other.....	41	6,786	1,126	241	235	23	7,619	1,183
53 part ²	General merchandise group stores ^{2 3}	39	13,288	2,158	947	704	31	10,083	1,656
531	Department stores.....	6	7,872	1,235	558	434	3	4,527	798
533	Limited price variety stores.....	9	4,540	828	353	246	6	4,101	712
539	Other general merchandise stores.....	24	876	95	36	24	22	1,455	146
54	Food stores.....	266	39,881	2,849	964	663	338	35,890	2,673
55 ex. 554	Automotive dealers.....	62	20,810	2,124	457	424	55	19,943	2,439
554	Gasoline service stations.....	97	5,901	368	175	115	90	4,714	346
56	Apparel, accessory stores.....	113	14,553	2,635	906	683	152	16,596	2,649
561, 567	Men's, boys' apparel stores, custom tailors.....	30	2,599	439	129	104	29	3,307	486
562, 563, 568	Women's clothing, specialty stores....	44	5,248	1,032	369	291	59	8,144	1,488
562	Ready-to-wear stores ²	24	(D)	(D)	(D)	(D)	32	7,289	1,349
565	Family clothing stores ²	13	4,330	886	301	200	7	1,616	220
566	Shoe stores.....	17	1,349	183	53	45	24	2,180	291
564, 569	Other apparel stores.....	7	927	95	54	43	21	1,221	164
57	Furniture, home furnishings, equipment stores.....	108	10,109	1,593	490	434	84	11,752	1,915
5712	Furniture stores ⁴	29	4,328	771	217	198	21	5,233	1,003
5713-15, 19	Other home furnishings stores ⁴	26	2,592	371	128	109	22	2,180	343
572, 573	Household appliance, radio, TV, music stores.....	53	3,189	451	145	127	37	4,281	569
58	Eating, drinking places.....	271	9,762	1,690	869	648	266	9,769	1,585
5812	Eating places.....	176	6,440	1,246	639	486	157	5,884	1,059
5813	Drinking places.....	95	3,322	444	230	162	107	3,873	526
591	Drug stores, proprietary stores.....	55	4,712	555	223	140	55	4,022	460
59 ex. 591	Other retail stores ⁶	249	14,228	1,311	383	325	223	13,806	1,408
592	Liquor stores.....	82	4,463	117	51	37	68	3,213	106
594	Book, stationery stores.....	4	(D)	(D)	(D)	(D)	7	(D)	(D)
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	4	239	36
597	Jewelry stores.....	15	1,499	335	82	70	20	2,416	491
5992	Florists.....	14	448	74	25	20	15	(D)	(D)
5996	Camera, photographic supply stores....	4	927	99	34	31	3	367	18
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	11	934	(D)	164	141	6	(D)	324
783	Motion picture theaters.....	7	762	206	83	63	11	1,152	232

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
WATERBURY STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,913	199,017	21,950	7,575	5,837	1,843	181,545	20,798
52	Lumber, building materials, hardware, farm equipment dealers.....	98	12,381	1,851	402	388	81	13,885	1,874
5251	Hardware stores.....	38	2,223	265	75	69	40	2,455	258
52 ex. 5251	Other.....	60	10,158	1,586	327	319	41	11,430	1,616
53 part ²	General merchandise group stores ^{2 3}	58	14,325	2,266	1,005	740	40	11,278	1,850
531	Department stores.....	6	7,872	1,235	558	434	3	4,527	798
533	Limited price variety stores.....	15	5,205	929	409	281	10	4,695	801
539	Other general merchandise stores.....	29	(D)	102	38	25	27	2,056	251
54	Food stores.....	367	57,569	4,037	1,384	939	437	48,976	3,487
55 ex. 554	Automotive dealers.....	96	31,529	3,040	691	635	80	28,780	3,156
554	Gasoline service stations.....	156	9,794	640	291	200	137	7,579	528
56	Apparel, accessory stores.....	145	16,826	2,942	1,017	765	180	18,135	2,793
561, 567	Men's, boys' apparel stores, custom tailors ⁴	38	2,975	477	137	110	34	3,599	513
562, 563, 568	Women's clothing, specialty stores....	50	5,710	1,087	391	309	67	8,448	1,529
562	Ready-to-wear stores ⁵	29	3,743	710	253	198	35	7,477	1,382
565	Family clothing stores ⁵	21	5,401	1,073	366	246	13	2,169	271
566	Shoe stores.....	21	1,499	194	59	49	27	2,346	304
564, 569	Other apparel stores.....	13	(D)	111	64	51	25	1,431	176
57	Furniture, home furnishings, equipment stores.....	151	12,843	1,873	582	509	116	13,269	2,133
5712	Furniture stores ⁴	38	5,579	889	259	230	27	6,062	1,154
5713-15, 19	Other home furnishings stores ⁴	33	2,839	410	139	118	27	2,362	363
572, 573	Household appliance, radio, TV, music stores.....	80	4,425	574	184	161	56	4,765	616
58	Eating, drinking places.....	397	15,195	2,725	1,350	1,014	376	14,584	2,446
5812	Eating places.....	267	10,659	2,079	1,011	764	189	8,097	1,568
5813	Drinking places.....	130	4,536	646	339	250	185	6,475	878
591	Drug stores, proprietary stores.....	81	7,122	761	303	197	76	5,450	584
59 ex. 591	Other retail stores ⁶	364	21,433	1,815	550	450	320	19,609	1,947
592	Liquor stores.....	115	6,426	181	75	48	101	4,611	137
594	Book, stationery stores.....	5	342	55	23	13	8	(D)	(D)
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	10	402	38
597	Jewelry stores.....	19	1,758	376	95	77	23	2,726	526
5992	Florists.....	26	669	79	28	23	17	485	72
5996	Camera, photographic supply stores....	8	1,011	106	37	33	3	367	18
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	12	995	352	167	144	10	(D)	(D)
783	Motion picture theaters.....	12	1,007	268	114	88	15	1,365	272

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

WATERBURY, CONN., AREA

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Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF WATERBURY, THE ENTIRE CITY, AND WATERBURY STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-7.0	4.5	17.3	9.6	20.3
52	Lumber, building materials, hardware, farm equipment dealers.....	-62.6	-7.4	22.0	-10.8	2.5
5251	Hardware stores.....	(D)	41.5	(D)	-9.5	(D)
52 ex. 5251	Other.....	(D)	-10.9	(D)	-19.1	(D)
53 part ²	General merchandise group stores ^{2 3}	2.8	31.8	354.1	27.0	137.7
531	Department stores.....	12.4	73.9	(NA)	73.9	(NA)
533	Limited price variety stores.....	(D)	10.7	(D)	10.9	(D)
539	Other general merchandise stores.....	(D)	-39.8	(D)	(D)	(D)
54	Food stores.....	-12.4	11.1	21.7	17.5	26.4
55 ex. 554	Automotive dealers.....	-4.4	4.3	15.9	9.6	18.6
554	Gasoline service stations.....	23.5	25.2	25.5	29.2	29.8
56	Apparel, accessory stores.....	-8.9	-12.3	-46.3	-7.2	1.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-18.3	-21.4	-42.7	-17.3	-13.4
562,563,568	Women's clothing, specialty stores.....	-29.8	-35.6	-83.6	-32.4	-35.0
562	Ready-to-wear stores ⁵	-52.0	(D)	(D)	-49.9	-30.1
565	Family clothing stores ⁵	205.2	167.9	-48.0	149.0	43.0
566	Shoe stores.....	(D)	-38.1	(D)	-36.1	(D)
564, 569	Other apparel stores.....	(D)	-24.1	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-18.3	-14.0	-0.9	-3.2	27.0
5712	Furniture stores ⁴	-18.6	-17.3	-13.2	-8.0	10.3
5713-15, 19	Other home furnishings stores ⁴	6.1	18.9	90.9	20.2	71.2
572, 573	Household appliance, radio, TV, music stores.....	-30.9	-25.5	-11.2	-7.1	37.6
58	Eating, drinking places.....	-10.5	-0.1	8.9	4.2	10.8
5812	Eating places.....	-9.8	9.4	28.2	31.6	54.8
5813	Drinking places.....	-11.1	-14.2	-16.4	-29.9	-36.1
591	Drug stores, proprietary stores.....	18.8	17.2	16.1	30.7	35.3
59 ex. 591	Other retail stores ⁶	25.3	3.1	-12.7	9.3	2.7
592	Liquor stores.....	24.4	38.9	45.6	39.4	43.6
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)	(D)
597	Jewelry stores.....	(D)	-38.0	(D)	-35.5	(D)
5992	Florists.....	58.5	(D)	(D)	37.9	30.2
5996	Camera, photographic supply stores.....	152.6	152.6	(NA)	175.5	(NA)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	(D)	(D)	(D)	(D)	(D)
783	Motion picture theaters.....	(D)	-33.9	(D)	-26.3	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WATERBURY AND OF WATERBURY STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metro- politan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	46.9	52.7	33.2	39.1
52	Lumber, building materials, hardware, farm equipment dealers...	14.0	34.7	8.6	20.4
5251	Hardware stores.....	8.0	(D)	2.8	(D)
52 ex. 5251	Other.....	14.7	(D)	9.8	(D)
53 part ²	General merchandise group stores ^{2 3}	71.5	91.7	66.4	82.0
531	Department stores.....	64.6	100.0	64.6	100.0
533	Limited price variety stores.....	85.1	(D)	74.2	(D)
539	Other general merchandise stores.....	63.2	(D)	(D)	(D)
54	Food stores.....	24.5	31.1	17.0	22.8
55 ex. 554	Automotive dealers.....	52.2	56.9	34.4	39.5
554	Gasoline service stations.....	14.8	15.0	8.9	9.3
56	Apparel, accessory stores.....	94.5	91.0	81.7	83.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	90.8	87.3	79.3	80.2
562, 563, 568	Women's clothing, specialty stores	98.3	93.3	90.4	90.0
562	Ready-to-wear stores ⁵	(D)	92.6	86.5	90.3
565	Family clothing stores ⁵	96.3	80.9	77.2	60.3
566	Shoe stores.....	(D)	(D)	(D)	(D)
564, 569	Other apparel stores.....	(D)	90.4	(D)	77.1
57	Furniture, home furnishings, equipment stores.....	71.6	75.4	56.4	66.8
5712	Furniture stores ⁴	72.2	73.3	56.0	63.3
5713-15, 19	Other home furnishings stores ⁴	75.8	84.9	69.2	78.4
572, 573	Household appliance, radio, TV, music stores.....	67.5	72.7	48.7	65.4
58	Eating, drinking places.....	41.4	46.2	26.6	31.0
5812	Eating places.....	40.6	49.2	24.5	35.8
5813	Drinking places.....	43.0	41.5	31.5	24.8
591	Drug stores, proprietary stores.....	38.7	38.2	25.6	28.2
59 ex. 591	Other retail stores ⁶	50.3	41.4	33.4	29.1
592	Liquor stores.....	28.4	31.7	19.7	22.1
594	Book, stationery stores.....	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	(D)	64.0	(D)	56.7
5992	Florists.....	46.4	(D)	31.1	27.0
5996	Camera, photographic supply stores.....	100.0	100.0	91.7	100.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WATERBURY, THE ENTIRE CITY, AND WATERBURY STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	1.6	4.0	5.4	6.1	6.2	7.6
5251	Hardware stores.....	0.1	(D)	0.6	0.4	1.1	1.4
52 ex. 5251	Other.....	1.5	(D)	4.8	5.7	5.1	6.3
53 part ²	General merchandise group stores ^{2 3}	14.4	13.0	9.4	7.5	7.2	6.2
531	Department stores.....	7.7	6.4	5.6	3.4	4.0	2.5
533	Limited price variety stores.....	5.8	(D)	3.2	3.0	2.6	2.6
539	Other general merchandise stores.....	0.8	(D)	0.6	1.1	(D)	1.1
54	Food stores.....	14.8	15.7	28.3	26.6	28.9	27.0
55 ex. 554	Automotive dealers.....	16.4	16.0	14.8	14.8	15.8	15.9
554	Gasoline service stations.....	1.3	1.0	4.2	3.5	4.9	4.2
56	Apparel, accessory stores.....	20.8	21.3	10.3	12.3	8.5	10.0
561, 567	Men's, boys' apparel stores, custom tailors.....	3.6	4.1	1.8	2.5	1.5	2.0
562, 563, 568	Women's clothing, specialty stores.....	7.8	10.7	3.7	6.0	2.9	4.7
562	Ready-to-wear stores ³	4.9	9.5	(D)	5.4	1.9	4.1
563	Family clothing stores ³	6.3	1.8	3.1	1.2	2.7	1.2
566	Shoe stores.....	(D)	(D)	1.0	1.6	0.8	1.3
564, 569	Other apparel stores.....	(D)	1.6	0.7	0.9	(D)	0.8
57	Furniture, home furnishings, equipment stores.....	11.0	12.5	7.2	8.7	6.5	7.3
5712	Furniture stores ⁴	4.7	5.4	3.1	3.9	2.8	3.3
5713-15, 19	Other home furnishings stores ⁴	3.0	2.6	1.8	1.6	1.4	1.3
572, 573	Household appliance, radio, TV, music stores.....	3.3	4.4	2.3	3.2	2.2	2.6
58	Eating, drinking places.....	6.1	6.4	7.0	7.2	7.6	8.0
5812	Eating places.....	4.0	4.1	4.6	4.3	5.4	4.4
5813	Drinking places.....	2.2	2.3	2.4	2.9	2.3	3.6
591	Drug stores, proprietary stores.....	2.8	2.2	3.3	3.0	3.6	3.0
59 ex. 591	Other retail stores ⁶	10.8	8.0	10.1	10.2	10.8	10.8
592	Liquor stores.....	1.9	1.4	3.2	2.4	3.2	2.5
594	Book, stationery stores.....	(D)	1.5	(D)	(D)	0.2	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	0.2	(D)	0.2
597	Jewelry stores.....	(D)	2.2	1.1	1.8	0.9	1.5
5992	Florists.....	0.3	0.2	0.3	(D)	0.3	0.3
5996	Camera, photographic supply stores.....	1.4	0.5	0.7	0.3	0.5	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments' data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE WATERBURY STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as Waterbury Plaza Shopping Center bounded by Perkins, North Main, Hill Chase Ave., and Kipling extended

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	20	554	Gasoline service stations.....	1
54, 58, 591	Sales.....(\$1,000)...	6,068	56	Apparel, accessory stores ¹	5
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	5	562-3, 568	Women's clothing, specialty stores.....	1
53 part, ²	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ²	1
56, 57	Shopping goods stores: ²		565	Family clothing stores ²
	Number.....	10	566	Shoe stores.....	2
	Sales.....(\$1,000)...	2,440	564, 569	Other apparel stores.....	1
52, 55, 599	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	5	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ²	20	58	Eating, drinking places.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	...
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ²	General merchandise group stores ^{1 2}	4	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	2	592	Liquor stores.....	2
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
54	Food stores.....	3	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees; establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).-- Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).-- Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).-- Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).-- Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).-- Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).-- Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).-- Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).-- Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).-- Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts—(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

BUREAU
FEB 13 1958



CENTRAL BUSINESS DISTRICT STATISTICS

Wichita, Kans., Area

1958
Census
of
Business

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS
Robert W. Burgess, Director



BUREAU OF THE CENSUS

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Programs Office
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ELECTRONIC SYSTEMS DIVISION—

Robert F. Drury, Chief

GEOGRAPHY DIVISION—

William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Wichita, Kans., Area—BC58-CBD94

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

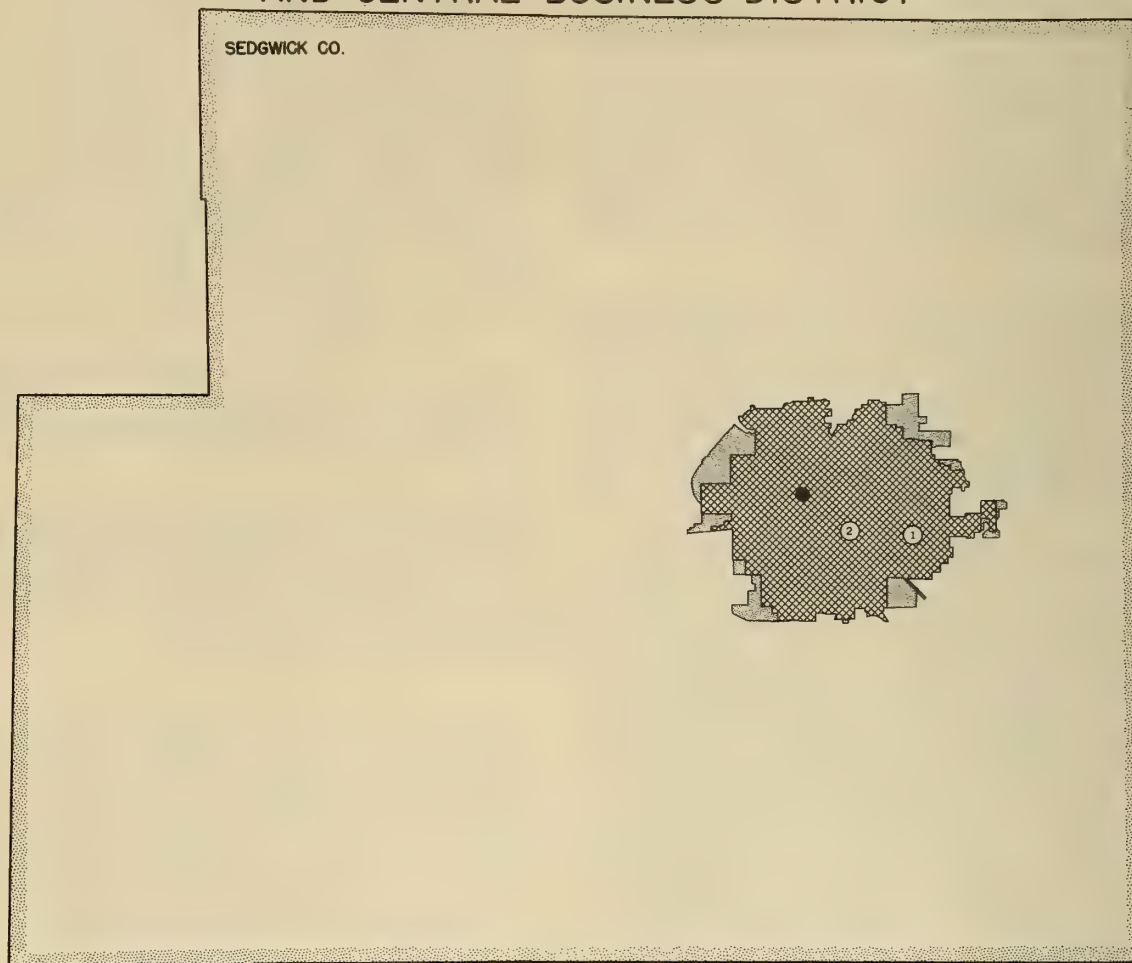
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

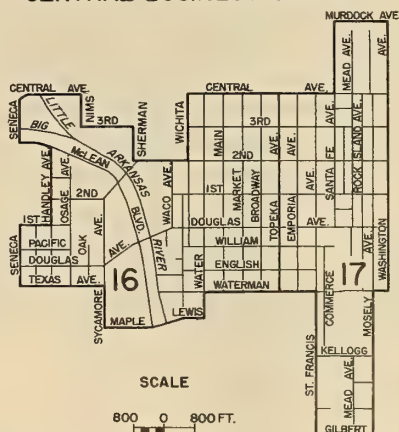
In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

WICHITA, KANSAS STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



SCALE
800 0 800 FT.

SCALE

5 0 5 MILES



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- AREA OF CITY, 1954
- ANNEXATIONS THROUGH 1958
- STANDARD METROPOLITAN STATISTICAL AREA
- 16** TRACT NUMBER

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF WICHITA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	471	105,289	15,449	5,446	4,674	550	123,382	17,758
52	Lumber, building materials, hardware, farm equipment dealers.....	20	7,901	683	167	156	27	11,913	1,170
5251	Hardware stores.....	4	660	80	16	16	7	879	78
52 ex. 5251	Other.....	16	7,241	603	151	140	20	11,034	1,092
53 part ²	General merchandise group stores ^{2 3}	13	29,634	5,112	2,030	1,636	15	28,717	4,213
531	Department stores.....	5	(D)	(D)	(D)	(D)	4	(D)	(D)
533	Limited price variety stores.....	5	3,222	605	334	233	5	4,438	769
539	Other general merchandise stores.....	3	(D)	(D)	(D)	(D)	6	(D)	(D)
54	Food stores.....	16	2,100	259	99	76	24	4,481	511
55 ex. 554	Automotive dealers.....	21	20,745	2,365	538	516	23	23,227	2,778
554	Gasoline service stations.....	21	1,935	218	79	74	24	1,782	208
56	Apparel, accessory stores.....	72	15,388	2,193	778	668	102	20,306	3,148
561, 567	Men's, boys' apparel stores, custom tailors ⁴	16	1,761	229	82	76	18	2,649	369
562, 563, 568	Women's clothing, specialty stores.....	25	4,748	720	296	266	34	7,278	1,128
562	Ready-to-wear stores ⁵	17	4,137	618	253	227	18	6,549	996
565	Family clothing stores ⁵	9	6,312	892	294	248	6	6,026	1,047
566	Shoe stores.....	16	2,441	347	103	76	28	3,628	522
564, 569	Other apparel stores.....	2	(D)	(D)	(D)	(D)	14	671	82
57	Furniture, home furnishings, equipment stores.....	36	7,461	1,257	340	315	42	11,435	2,159
5712	Furniture stores ⁴	15	2,661	456	94	94	15	5,986	1,039
5713-15, 19	Other home furnishings stores ⁴	6	208	30	11	10	3	222	82
572, 573	Household appliance, radio, TV, music stores.....	15	4,592	771	235	211	18	5,149	1,038
58	Eating, drinking places.....	124	4,899	1,130	683	578	145	6,151	1,350
5812	Eating places.....	109	4,540	1,077	650	550	116	5,027	1,201
5813	Drinking places.....	15	359	53	33	28	29	1,124	149
591	Drug stores, proprietary stores.....	25	4,403	670	232	189	25	3,445	535
59 ex. 591	Other retail stores ⁶	123	10,823	1,562	500	466	123	11,925	1,686
592	Liquor stores.....	30	1,600	80	39	34	22	1,285	92
594	Book, stationery stores.....	9	1,294	249	79	76	4	1,159	144
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	3	(D)	(D)
597	Jewelry stores.....	17	3,001	508	127	119	25	3,770	599
5992	Florists.....	4	264	50	18	18	6	410	75
5996	Camera, photographic supply stores....	4	485	45	18	14	4	604	78
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	26	3,733	1,298	679	580	38	4,026	1,253
783	Motion picture theaters.....	9	(D)	(D)	(D)	(D)	10	1,929	371

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$2,420,000 of which \$1,474,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF WICHITA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,564	387,380	(D)	(D)	(D)	2,369	345,916	40,747
52	Lumber, building materials, hardware, farm equipment dealers.....	145	29,318	2,926	750	678	134	28,635	2,918
5251	Hardware stores.....	48	3,512	328	120	100	38	3,089	372
52 ex. 5251	Other.....	97	25,806	2,598	630	578	96	25,546	2,546
53 part ²	General merchandise group stores ^{2 3}	72	50,240	7,976	3,194	2,334	60	39,425	6,251
531	Department stores.....	7	40,343	6,596	2,372	1,803	5	27,197	4,321
533	Limited price variety stores.....	28	7,233	1,117	705	442	32	7,649	1,403
539	Other general merchandise stores.....	21	(D)	263	117	89	23	4,579	527
54	Food stores.....	295	87,178	6,125	2,226	1,487	303	71,246	5,015
55 ex. 554	Automotive dealers.....	159	76,175	7,494	1,740	1,691	160	74,928	8,064
554	Gasoline service stations.....	428	29,438	2,959	1,233	968	307	21,199	2,023
56	Apparel, accessory stores.....	135	25,531	3,502	1,320	1,122	164	26,846	3,884
561, 567	Men's, boys' apparel stores, custom tailors ⁴	19	2,145	294	112	102	24	3,497	467
562, 563, 568	Women's clothing, specialty stores....	48	(D)	(D)	(D)	(D)	48	(D)	(D)
562	Ready-to-wear stores ⁵	35	(D)	(D)	(D)	(D)	29	(D)	(D)
565	Family clothing stores ⁵	21	(D)	(D)	(D)	(D)	19	(D)	(D)
566	Shoe stores.....	32	3,643	476	145	101	46	4,729	647
564, 569	Other apparel stores.....	11	497	(D)	(D)	(D)	21	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	165	21,179	3,040	821	761	147	22,538	3,716
5712	Furniture stores ⁴	53	5,653	(D)	(D)	(D)	34	(D)	(D)
5713-15, 19	Other home furnishings stores ⁴	35	2,854	(D)	(D)	(D)	21	2,021	352
572, 573	Household appliance, radio, TV, music stores.....	77	12,672	(D)	(D)	(D)	82	10,937	(D)
58	Eating, drinking places.....	580	22,143	4,675	2,816	2,350	532	19,847	3,988
5812	Eating places.....	473	19,605	4,386	2,631	2,183	386	15,523	3,484
5813	Drinking places.....	107	2,538	289	185	167	146	4,324	504
591	Drug stores, proprietary stores.....	125	15,753	(D)	(D)	(D)	128	13,528	1,988
59 ex. 591	Other retail stores ⁶	460	30,425	3,284	1,395	1,019	434	27,724	2,900
592	Liquor stores.....	170	11,452	596	442	218	142	8,920	415
594	Book, stationery stores.....	12	1,643	265	88	81	6	(D)	(D)
595	Sporting goods, bicycle stores.....	17	(D)	165	60	51	11	(D)	(D)
597	Jewelry stores.....	27	3,323	(D)	(D)	(D)	51	(D)	630
5992	Florists.....	30	(D)	(D)	(D)	(D)	33	1,385	269
5996	Camera, photographic supply stores....	14	1,049	87	35	29	7	709	94
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	37	3,909	(D)	(D)	(D)	51	4,204	(D)
783	Motion picture theaters.....	25	2,448	518	242	201	19	3,222	638

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
WICHITA STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	2,958	423,877	47,247	17,645	14,109	2,637	367,731	42,454
52	Lumber, building materials, hardware, farm equipment dealers.....	185	32,647	3,248	860	773	171	34,347	3,426
5251	Hardware stores.....	62	4,247	395	145	119	48	3,456	407
52 ex. 5251	Other.....	123	28,400	2,853	715	654	123	30,891	3,019
53 part ²	General merchandise group stores ^{2 3}	85	50,924	8,035	3,225	2,359	68	39,729	6,267
531	Department stores.....	7	40,343	6,596	2,372	1,803	5	27,197	4,321
533	Limited price variety stores.....	32	7,469	1,142	719	453	36	7,803	1,416
539	Other general merchandise stores.....	26	(D)	297	134	103	27	4,729	530
54	Food stores.....	340	99,994	6,912	2,516	1,680	343	74,962	5,185
55 ex. 554	Automotive dealers.....	186	81,592	7,942	1,842	1,785	174	78,221	8,292
554	Gasoline service stations.....	515	35,341	3,405	1,438	1,138	355	23,781	2,203
56	Apparel, accessory stores.....	143	25,721	3,506	1,327	1,125	168	26,891	3,887
561, 567	Men's, boys' apparel stores, custom tailors.....	19	2,145	294	112	102	24	3,497	467
562, 563, 568	Women's clothing, specialty stores....	49	7,355	1,098	459	408	49	10,467	1,528
562	Ready-to-wear stores ²	36	6,614	987	412	366	30	8,654	1,232
565	Family clothing stores ²	22	11,903	1,608	593	500	21	7,285	1,162
566	Shoe stores.....	37	3,766	479	148	103	46	4,729	647
564, 569	Other apparel stores.....	12	500	27	15	12	22	(D)	83
57	Furniture, home furnishings, equipment stores.....	177	22,192	3,132	848	788	162	23,105	3,774
5712	Furniture stores ⁴	56	6,142	880	200	198	35	9,518	1,558
5713-15, 19	Other home furnishings stores ⁴	38	2,899	447	116	105	21	2,021	352
572, 573	Household appliance, radio, TV, music stores.....	83	13,157	1,805	532	485	94	11,360	1,864
58	Eating, drinking places.....	673	24,576	5,107	3,079	2,575	586	21,584	4,301
5812	Eating places.....	546	21,558	4,757	2,859	2,375	425	16,728	3,722
5813	Drinking places.....	127	3,018	350	220	200	161	4,856	579
591	Drug stores, proprietary stores.....	137	16,907	2,448	1,028	798	137	14,023	2,031
59 ex. 591	Other retail stores ⁶	517	33,983	3,512	1,482	1,088	473	31,088	3,088
592	Liquor stores.....	189	12,391	619	462	231	153	9,477	429
594	Book, stationery stores.....	12	1,643	265	88	81	6	(D)	(D)
595	Sporting goods, bicycle stores.....	19	1,252	165	60	51	11	(D)	(D)
597	Jewelry stores.....	33	3,381	544	140	129	53	4,317	630
5992	Florists.....	31	1,242	216	94	71	33	1,385	269
5996	Camera, photographic supply stores....	14	1,049	87	35	29	7	709	94
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	45	3,969	360	704	601	54	4,246	1,311
783	Motion picture theaters.....	27	(D)	(D)	(D)	(D)	24	3,532	707

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF WICHITA, THE ENTIRE CITY, AND WICHITA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	-14.7	12.0	26.8	15.3	30.4
52	Lumber, building materials, hardware, farm equipment dealers.....	-33.7	2.3	48.1	-41.9	10.3
5251	Hardware stores.....	-25.0	13.7	29.0	22.9	39.2
52 ex. 5251	Other.....	-34.4	1.0	27.9	-8.1	6.6
53 part ²	General merchandise group stores ^{2 3}	3.2	27.4	92.4	28.2	93.3
531	Department stores.....	(D)	48.3	(D)	48.3	(D)
533	Limited price variety stores.....	-27.4	-5.4	24.9	-4.3	26.2
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)	(D)
54	Food stores.....	-53.1	22.4	27.4	33.4	38.9
55 ex. 554	Automotive dealers.....	-10.7	1.7	7.2	4.3	10.6
554	Gasoline service stations.....	8.6	38.9	41.6	48.6	51.9
56	Apparel, accessory stores.....	-24.2	-4.9	55.1	-4.4	56.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	-33.5	-38.7	-54.7	-38.7	-54.7
562, 563, 568	Women's clothing, specialty stores.....	-34.8	(D)	(D)	-39.7	-18.3
562	Ready-to-wear stores ⁵	-36.8	(D)	(D)	-23.6	17.7
565	Family clothing stores ⁵	4.7	(D)	(D)	63.4	344.1
566	Shoe stores.....	-32.7	-23.0	9.2	-20.4	20.3
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-34.8	-6.0	23.6	-4.0	26.2
5712	Furniture stores ⁴	-55.6	(D)	(D)	-4.5	-1.5
5713-15, 19	Other home furnishings stores ⁴	-6.3	41.2	47.1	43.4	49.6
572, 573	Household appliance, radio, TV, music stores.....	-10.8	15.9	39.6	15.8	35.7
58	Eating, drinking places.....	-20.4	12.6	25.9	13.8	27.5
5812	Eating places.....	-9.7	26.3	43.5	28.9	45.4
5813	Drinking places.....	-68.1	-41.3	-31.9	-37.9	-28.8
591	Drug stores, proprietary stores.....	27.8	16.4	12.6	20.6	18.2
59 ex. 591	Other retail stores ⁶	-9.3	9.7	24.1	9.3	20.9
592	Liquor stores.....	24.5	28.4	29.0	30.7	31.7
594	Book, stationery stores.....	11.6	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)	(D)
597	Jewelry stores.....	-20.4	(D)	(D)	-21.7	-30.5
5992	Florists.....	-35.6	(D)	(D)	-10.3	0.3
5996	Camera, photographic supply stores.....	-19.7	48.0	437.1	49.9	437.1
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	-7.3	-7.0	-1.1	-6.5	7.3
783	Motion picture theaters.....	(D)	-24.0	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent change.⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WICHITA AND OF WICHITA STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metro- politan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	27.2	35.7	24.8	33.6
52	Lumber, building materials, hardware, farm equipment dealers...	26.9	41.6	24.2	34.7
5251	Hardware stores.....	18.8	28.5	15.5	25.4
52 ex. 5251	Other.....	28.1	43.2	25.5	35.7
53 part ²	General merchandise group stores ^{2 3}	59.0	72.8	58.2	72.3
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	44.5	58.0	43.1	56.9
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	2.4	7.0	2.1	6.0
55 ex. 554	Automotive dealers.....	27.2	31.0	25.4	29.7
554	Gasoline service stations.....	6.6	8.4	5.5	7.5
56	Apparel, accessory stores.....	60.3	75.6	59.8	75.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	82.1	75.8	82.1	75.8
562, 563, 568	Women's clothing, specialty stores.....	(D)	(D)	64.6	69.5
562	Ready-to-wear stores ⁵	(D)	(D)	62.5	75.7
565	Family clothing stores ⁵	(D)	(D)	53.0	82.7
566	Shoe stores.....	67.0	76.7	64.8	76.7
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	35.2	50.7	33.6	49.5
5712	Furniture stores ⁴	47.1	(D)	43.3	62.9
5713-15, 19	Other home furnishings stores ⁴	7.3	11.0	7.2	11.0
572, 573	Household appliance, radio, TV, music stores.....	36.2	47.1	34.9	45.3
58	Eating, drinking places.....	22.1	31.0	19.9	28.5
5812	Eating places.....	23.2	32.4	21.1	30.1
5813	Drinking places.....	14.1	26.0	11.9	23.1
591	Drug stores, proprietary stores.....	28.0	25.5	26.0	24.6
59 ex. 591	Other retail stores ⁶	35.6	43.0	31.8	38.4
592	Liquor stores.....	14.0	14.4	12.9	13.6
594	Book, stationery stores.....	78.8	(D)	78.8	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	90.3	(D)	88.8	87.3
5992	Florists.....	(D)	29.6	21.3	29.6
5996	Camera, photographic supply stores.....	46.2	85.2	46.2	85.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WICHITA, THE ENTIRE CITY, AND WICHITA STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	7.5	9.5	7.6	8.3	7.7	9.3
5251	Hardware stores.....	0.6	0.7	0.9	0.9	1.0	0.9
52 ex. 5251	Other.....	6.9	8.8	6.7	7.4	6.7	8.4
53 part ²	General merchandise group stores ^{2 3}	28.1	23.0	13.0	11.4	12.0	10.8
531	Department stores.....	(D)	17.2	10.4	7.9	9.5	7.4
533	Limited price variety stores.....	3.0	3.5	1.7	2.2	1.8	2.1
539	Other general merchandise stores.....	(D)	2.3	(D)	1.3	(D)	1.3
54	Food stores.....	2.0	4.0	22.5	20.6	23.6	20.4
55 ex. 554	Automotive dealers.....	19.7	18.5	19.7	21.7	19.3	21.3
554	Gasoline service stations.....	1.8	1.9	7.5	6.1	8.3	6.5
56	Apparel, accessory stores.....	14.6	16.2	6.6	7.8	6.1	7.3
561, 567	Men's, boys' apparel stores, custom tailors ⁴	1.7	2.1	0.6	1.0	0.5	1.0
562, 563, 568	Women's clothing, specialty stores....	4.5	5.8	(D)	(D)	1.7	2.8
562	Ready-to-wear stores ⁵	3.9	5.2	(D)	(D)	1.6	2.4
565	Family clothing stores ⁵	6.0	4.8	(D)	(D)	2.8	2.0
566	Shoe Stores.....	2.3	2.9	0.9	1.4	0.9	1.3
564, 569	Other apparel stores.....	(D)	0.5	0.1	(D)	0.1	(D)
57	Furniture, home furnishings, equipment stores.....	7.1	9.5	5.5	6.5	5.2	6.3
5712	Furniture stores ⁴	2.5	4.8	1.5	(D)	1.4	2.7
5713-15, 19	Other home furnishings stores ⁴	0.2	0.6	0.7	0.6	0.7	0.5
572, 573	Household appliance, radio, TV, music stores.....	4.4	4.1	3.3	3.2	3.1	3.1
58	Eating, drinking places.....	4.7	4.9	5.7	5.7	5.8	5.9
5812	Eating places.....	4.3	4.0	5.0	4.5	5.1	4.6
5813	Drinking places.....	0.3	0.9	0.7	1.2	0.7	1.3
591	Drug stores, proprietary stores.....	4.2	2.7	4.1	3.9	4.0	3.8
59 ex. 591	Other retail stores ⁶	10.3	9.8	7.8	8.0	8.0	8.4
592	Liquor stores.....	1.5	1.0	3.0	2.6	2.9	2.6
594	Book, stationery stores.....	1.2	(NA)	0.4	(D)	0.4	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)	0.3	(D)
597	Jewelry stores.....	2.9	3.0	0.9	(D)	0.8	1.2
5992	Florists.....	0.3	0.3	(D)	0.4	0.3	0.4
5996	Camera, photographic supply stores....	0.5	0.5	0.3	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE WICHITA STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Retail stores known as the "Parklane Shopping Center" bounded by Glendale Rd., East Lincoln, Morris, and South Oliver Sts.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	2
	Number.....	33	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	7,861	56	Apparel, accessory stores ¹	10
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ² 56, 57	Number.....	6	562-3, 568	Women's clothing, specialty stores.....	5
	Sales.....(\$1,000)...	2,256	562	Ready-to-wear stores ³	4
	Shopping goods stores: ²		565	Family clothing stores ³	2
	Number.....	16	566	Shoe stores.....	1
52, 55, 599	Sales.....(\$1,000)...	4,907	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	11	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	698	5713-15, 19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ²	33	58	Eating, drinking places.....	3
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	3
	Hardware stores.....	...	5813	Drinking places.....	...
5251	Other.....	1	591	Drug stores, proprietary stores.....	1
52 ex. 5251	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	6
53 part ²	Department stores.....	1	592	Liquor stores.....	1
531	Limited price variety stores.....	2	594	Book, stationery stores.....	...
533	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	1
539	Food stores.....	2	597	Jewelry stores.....	1
54			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

MRC No. 2.—Includes the planned center known as "Boulevard Plaza Shopping Center" and stores in the area bounded by Morris, Poplar, rear property line of lots on the north side of Lincoln, fence line of "Boulevard Plaza Shopping Center," George Washington Blvd., Bayley, Schweiter Dr., and Ash Sts.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	21	554	Gasoline service stations.....	2
	Sales.....(\$1,000)...	15,772	56	Apparel, accessory stores ¹	4
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ² 56, 57	Number.....	7	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	1,726	562	Ready-to-wear stores ³	1
	Shopping goods stores: ²		565	Family clothing stores ³
	Number.....	7	566	Shoe stores.....	2
52, 55, 599	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	...
	Number.....	7	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	21	58	Eating, drinking places.....	4
	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	3
	Hardware stores.....	...	5813	Drinking places.....	1
5251	Other.....	...	591	Drug stores, proprietary stores.....	1
52 ex. 5251	General merchandise group stores ^{1 2}	3	59 ex. 591	Other retail stores ⁶	5
53 part ²	Department stores.....	1	592	Liquor stores.....	1
531	Limited price variety stores.....	1	594	Book, stationery stores.....	...
533	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
539	Food stores.....	2	597	Jewelry stores.....	1
54			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

BUREAU OF THE CENSUS CURRENT BUSINESS REPORTS

Reports are issued monthly showing national and regional estimates, by kind of business, of the dollar volume of retail sales, and of trends in selected standard metropolitan statistical areas. Monthly reports also are issued providing national dollar volume estimates of wholesalers' sales by kind of business as well as sales and inventory trends and stock-sales ratios by kind of business and by geographic division. Other current business reports include the seasonal Canned Food Report and the quarterly press release on Green Coffee Inventories and Roastings.

CURRENT RETAIL TRADE

ADVANCE RETAIL SALES REPORT

Issued on the 10th of the month following the month covered. Advance monthly estimates of retail dollar sales volume in the United States, for major kind-of-business groups and for all kinds of business combined, collected from a subsample of the Census Bureau's retail trade reporting panel. Information for previous months is shown both unadjusted and adjusted for seasonal and trading day differences. (Year's subscription, \$1.00)

MONTHLY RETAIL TRADE REPORT

Estimated monthly dollar sales volume (with comparisons for previous months) of all retail stores and of those organizations operating 11 or more retail stores--United States by kind of business. Also estimated monthly sales of stores of organizations operating 1 to 10 retail stores--Census regions by kind of business; weekly sales during current month of grocery store firms operating 11 or more retail stores; and percentage changes in sales of stores of organizations operating 1 to 10 stores--selected standard metropolitan statistical areas, all kinds of retail business combined. (Year's subscription, including Annual Retail Trade Report, \$1.00)

ANNUAL RETAIL TRADE REPORT

Estimates of sales of all retail stores and those of organizations operating 11 or more retail stores, United States and Census regions, by kind of business. Year-end merchandise inventories, sales-inventory ratios, and accounts receivable balances held by retailers, by kind of business, United States. (Included with subscription to Monthly Retail Trade Report - See above.)

CURRENT WHOLESALE TRADE

MONTHLY WHOLESALE TRADE REPORT

Sales and inventory trends and stock-sales ratios of merchant wholesalers are shown for about 45 kinds of business at the United States level and for about 14 kinds of business by geographic division. Percent change in sales and inventories, from preceding month and from same month preceding year, and sales for year-to-date from preceding year-to-date period. Stock-sales ratios, current month, preceding month, and same month preceding year. Monthly estimates of dollar sales volume are included for most kinds of business. (Year's subscription \$1.00)

OTHER CURRENT BUSINESS REPORTS

CANNED FOOD REPORT

Total stocks of canners and wholesale distributors, including warehouses of retail multiunit organizations, of specified canned foods (vegetables, fruits, juices, fish), 32 items as of January 1. Total actual cases, all sizes combined; for January 1, sizes number 10 or larger (institutional sizes) are shown separately. Current and comparable previous year information. Canners' stock, supplied by canners' associations, shown as available. Also canners' carryover, pack, and total supply from beginning of season, and total supply for two previous seasons. Reports issued as of January 1, April 1, June 1, July 1, and November 1. (Season's subscription, 5 reports, \$.50)

GREEN COFFEE INVENTORIES AND ROASTINGS

Estimates of green coffee inventories held by roasters, importers, and dealers, as of the end of each quarter, roastings and imports of green coffee, as well as the amount of green coffee roasted for soluble use, during each quarter, comparable data for previous years. (Quarterly press release, free)

For order forms or further information on any Current Business Report series, consult the nearest Department of Commerce Field Office or write to the Bureau of the Census, Washington 25, D. C.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Wilmington, Del.-
N.J., Area

1958
Census
of
Business

U. S. DEPARTMENT OF COMMERCE

Frederick H. Mueller, Secretary

Carl F. Oechsle, Asst. Secy. for Domestic Affairs

BUREAU OF THE CENSUS

Robert W. Burgess, Director



BUREAU OF THE CENSUS

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Robert F. Drury, Chief

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C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report,
Wilmington, Del.-N.J., Area—BC58-CBD95

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

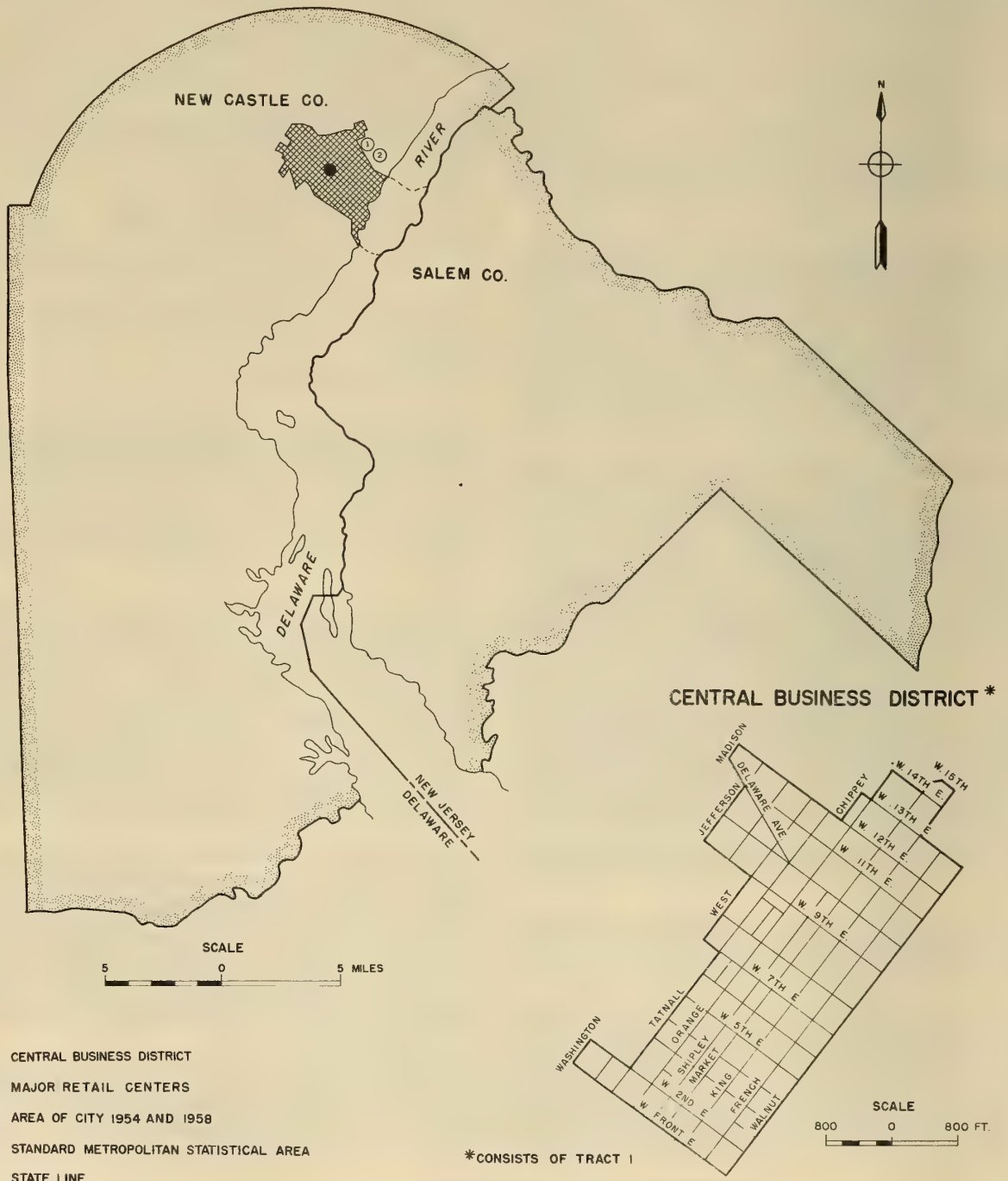
Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

WILMINGTON, DELAWARE

WILMINGTON, DEL.-N.J. STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



DATA IN THIS BULLETIN ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF WILMINGTON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	547	87,277	15,786	4,684	4,005	575	84,449	13,558
52	Lumber, building materials, hardware, farm equipment dealers.....	13	2,799	571	138	134	16	2,467	534
5251	Hardware stores.....	1	(D)	(D)	(D)	(D)	4	258	36
52 ex. 5251	Other.....	12	(D)	(D)	(D)	(D)	12	2,209	498
53 part ²	General merchandise group stores ^{2 3}	18	15,601	2,297	943	685	22	15,333	2,133
531	Department stores.....	2	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	6	3,959	791	434	290	6	4,078	792
539	Other general merchandise stores.....	10	(D)	(D)	(D)	(D)	13	(D)	(D)
54	Food stores.....	54	8,657	892	372	314	80	9,569	1,068
55 ex. 554	Automotive dealers.....	8	6,225	1,250	210	203	9	4,447	625
554	Gasoline service stations.....	17	1,532	204	65	57	12	1,184	173
56	Apparel, accessory stores.....	135	18,485	4,494	985	850	143	19,557	3,251
561, 567	Men's, boys' apparel stores, custom tailors ⁴	36	4,344	752	205	181	28	4,253	744
562, 563, 568	Women's clothing, specialty stores....	51	8,369	1,439	503	441	54	8,344	1,556
562	Ready-to-wear stores ⁵	25	6,467	1,222	418	381	31	6,985	1,412
565	Family clothing stores ⁵	8	1,346	180	84	67	11	1,898	258
566	Shoe stores.....	28	3,280	518	139	116	30	3,362	451
564, 569	Other apparel stores.....	9	793	88	43	37	15	1,611	242
57	Furniture, home furnishings, equipment stores.....	60	14,127	2,448	568	532	56	13,596	2,329
5712	Furniture stores ⁶	21	7,715	1,447	298	275	20	7,063	1,376
5713-15, 19	Other home furnishings stores ⁶	13	775	144	52	51	9	(D)	(D)
572, 573	Household appliance, radio, TV, music stores.....	26	5,637	857	218	206	22	(D)	(D)
58	Eating, drinking places.....	103	5,099	1,194	660	617	95	4,972	1,205
5812	Eating places.....	72	4,088	1,027	545	519	61	3,850	955
5813	Drinking places.....	31	1,011	167	115	98	34	1,122	250
591	Drug stores, proprietary stores.....	18	3,158	440	171	123	16	3,269	575
59 ex. 591	Other retail stores ⁶	121	11,594	1,996	572	490	126	10,055	1,665
592	Liquor stores.....	25	1,606	145	63	47	25	1,488	146
594	Book, stationery stores.....	6	1,734	435	104	99	8	1,282	241
595	Sporting goods, bicycle stores.....	4	979	173	30	27	3	(D)	(D)
597	Jewelry stores.....	19	2,679	466	127	109	21	2,126	443
5992	Florists.....	9	571	101	34	30	4	341	65
5996	Camera, photographic supply stores....	4	(D)	(D)	(D)	(D)	4	436	70
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	9	(D)	(D)	(D)	(D)	10	3,397	1,273
783	Motion picture theaters.....	7	947	227	103	84	8	1,265	306

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores. The 1954 sales of leased departments in general merchandise group stores (SIC 53 pt.) which are most affected, were reported as \$1,237,000 of which \$1,127,000 are included in SIC 56.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF WILMINGTON

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	1,742	237,127	28,938	9,746	8,177	1,763	230,787	29,161
52	Lumber, building materials, hardware, farm equipment dealers.....	51	12,052	1,413	309	300	58	8,462	1,498
5251	Hardware stores.....	10	827	(D)	(D)	(D)	27	(D)	(D)
52 ex. 5251	Other.....	41	11,225	(D)	(D)	(D)	31	(D)	(D)
53 part ²	General merchandise group stores ^{2 3}	48	29,753	4,375	1,645	1,275	49	30,593	4,369
531	Department stores.....	3	22,345	3,193	1,016	856	5	23,895	3,180
533	Limited price variety stores.....	18	5,300	987	543	340	17	5,089	949
539	Other general merchandise stores.....	25	2,030	195	86	79	27	1,609	240
54	Food stores.....	384	52,484	3,948	1,339	1,030	414	42,716	3,574
55 ex. 554	Automotive dealers.....	49	38,473	3,847	819	810	55	35,108	3,760
554	Gasoline service stations.....	128	12,331	1,093	422	307	114	8,880	884
56	Apparel, accessory stores.....	176	22,281	3,419	1,197	1,025	192	22,613	3,651
561, 567	Men's, boys' apparel stores, custom tailors ⁴	52	5,529	867	243	216	32	4,537	777
562, 563, 568	Women's clothing, specialty stores....	67	10,480	1,654	634	560	70	9,577	1,717
562	Ready-to-wear stores ⁵	35	(D)	(D)	(D)	(D)	42	8,153	1,567
565	Family clothing stores ⁵	11	1,457	193	95	71	14	2,099	275
566	Shoe stores.....	31	3,748	597	172	136	34	4,046	590
564, 569	Other apparel stores.....	13	989	108	53	42	30	2,076	292
57	Furniture, home furnishings, equipment stores.....	117	18,953	3,177	801	759	109	18,844	3,112
5712	Furniture stores ⁴	36	9,450	1,728	380	359	29	8,336	1,518
5713-15, 19	Other home furnishings stores ⁴	22	1,747	364	108	106	22	2,088	437
572, 573	Household appliance, radio, TV, music stores.....	37	7,568	1,085	313	294	46	8,182	1,157
58	Eating, drinking places.....	370	14,741	2,977	1,675	1,477	348	13,536	2,420
5812	Eating places.....	260	11,182	2,512	1,396	1,246	217	8,872	1,771
5813	Drinking places.....	110	3,559	465	279	231	129	4,614	649
591	Drug stores, proprietary stores.....	75	8,319	1,130	467	291	77	7,522	1,135
59 ex. 591	Other retail stores ⁶	344	27,740	3,559	1,072	903	347	42,513	4,758
592	Liquor stores.....	147	9,058	712	277	199	122	8,174	636
594	Book, stationery stores.....	13	1,824	(D)	(D)	(D)	13	(D)	(D)
595	Sporting goods, bicycle stores.....	7	1,128	196	36	32	7	648	119
597	Jewelry stores.....	27	2,971	523	141	120	27	2,300	449
5992	Florists.....	22	1,059	205	64	58	20	718	123
5996	Camera, photographic supply stores....	6	1,281	184	33	32	6	(D)	(D)
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	13	3,362	1,249	431	362	12	(D)	(D)
783	Motion picture theaters.....	14	(D)	(D)	(D)	(D)	12	1,457	353

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
WILMINGTON STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958					1954		
		Estab- lish- ments ¹	Sales ¹	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ¹	Sales ¹	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ²	3,377	448,651	50,397	17,771	14,414	3,110	373,926	42,491
52	Lumber, building materials, hardware, farm equipment dealers.....	153	24,198	2,944	748	699	152	22,001	3,038
5251	Hardware stores.....	46	3,062	306	109	84	56	3,219	280
52 ex. 5251	Other.....	107	21,136	2,638	639	615	96	18,782	2,758
53 part ²	General merchandise group stores ^{2 3}	135	53,399	7,273	2,913	2,082	100	41,871	5,610
531	Department stores.....	6	(D)	(D)	(D)	(D)	7	(D)	(D)
533	Limited price variety stores.....	43	8,671	1,525	803	531	33	6,762	1,248
539	Other general merchandise stores.....	86	(D)	(D)	(D)	(D)	60	(D)	(D)
54	Food stores.....	696	109,651	8,030	2,635	1,918	717	81,822	6,056
55 ex. 554	Automotive dealers.....	155	70,096	6,633	1,480	1,461	125	54,290	5,432
554	Gasoline service stations.....	391	33,795	2,686	1,073	785	311	22,291	1,976
56	Apparel, accessory stores.....	261	28,454	4,052	1,488	1,235	274	26,788	4,010
561, 567	Men's, boys' apparel stores, custom tailors ⁴	69	6,345	923	268	239	41	5,091	817
562, 563, 568	Women's clothing, specialty stores....	92	12,154	1,831	719	630	98	11,063	1,839
562	Ready-to-wear stores ⁵	50	9,416	1,510	585	531	62	9,467	1,684
565	Family clothing stores ⁵	20	3,070	386	178	128	20	2,814	356
566	Shoe stores.....	49	4,914	720	228	164	47	4,719	655
564, 569	Other apparel stores.....	27	(D)	192	95	74	46	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	203	27,591	4,217	1,139	1,078	180	24,271	3,688
5712	Furniture stores ⁴	63	13,405	2,151	539	512	45	10,508	1,812
5713-15, 19	Other home furnishings stores ⁴	32	2,486	489	139	136	28	2,270	459
572, 573	Household appliance, radio, TV, music stores.....	84	11,500	1,577	461	430	77	11,011	1,517
58	Eating, drinking places.....	649	30,770	6,445	3,463	3,021	574	25,178	4,730
5812	Eating places.....	474	24,612	5,685	3,017	2,671	372	17,281	3,712
5813	Drinking places.....	175	6,158	760	446	350	200	7,847	1,018
591	Drug stores, proprietary stores.....	124	14,851	2,006	858	531	120	11,611	1,633
59 ex. 591	Other retail stores ⁶	610	55,846	6,111	1,974	1,604	557	63,803	6,318
592	Liquor stores.....	235	17,841	1,467	574	398	171	12,727	1,027
594	Book, stationery stores.....	18	2,046	(D)	(D)	(D)	16	(D)	(D)
595	Sporting goods, bicycle stores.....	21	1,394	210	43	35	13	(D)	(D)
597	Jewelry stores.....	37	3,548	611	169	147	38	2,741	488
5992	Florists.....	52	1,783	(D)	(D)	(D)	38	(D)	(D)
5996	Camera, photographic supply stores....	8	(D)	(D)	(D)	(D)	8	692	80
SELECTED SERVICE TRADES									
7011, 7012	Hotels.....	26	4,120	1,410	502	430	17	3,749	1,405
783	Motion picture theaters.....	22	(D)	(D)	(D)	(D)	23	1,982	437

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF WILMINGTON, THE ENTIRE CITY, AND WILMINGTON STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change				
		Central business district	Entire city	City less its central business district	Entire standard metro-politan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ²	3.3	2.7	2.4	20.0	24.8
52	Lumber, building materials, hardware, farm equipment dealers.....	13.5	42.4	54.3	10.0	9.5
5251	Hardware stores.....	(D)	(D)	(D)	-4.9	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	12.5	(D)
53 part ²	General merchandise group stores ² ³	1.7	-2.7	-7.3	27.5	42.4
531	Department stores.....	(D)	-6.5	(D)	(D)	(D)
533	Limited price variety stores.....	-2.1	4.1	32.6	28.2	75.6
539	Other general merchandise stores.....	(D)	26.2	(D)	(D)	(D)
54	Food stores.....	-9.5	22.9	32.6	34.0	39.8
55 ex. 554	Automotive dealers.....	40.0	9.6	5.2	29.1	28.1
554	Gasoline service stations.....	29.4	38.9	40.3	51.6	52.9
56	Apparel, accessory stores.....	-5.5	-1.5	24.2	6.2	37.9
561, 567	Men's, boys' apparel stores, custom tailors ⁴	2.1	21.9	317.3	24.6	138.8
562, 563, 568	Women's clothing, specialty stores.....	0.3	9.4	71.2	9.9	39.2
562	Ready-to-wear stores ⁵	-7.4	(D)	(D)	-0.5	18.8
565	Family clothing stores ⁵	-29.1	-30.6	-44.8	9.1	88.2
566	Shoe stores.....	-2.4	-7.4	-31.6	4.1	20.4
564, 569	Other apparel stores.....	-50.8	-52.4	-57.8	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	3.9	0.6	-8.0	13.7	(D)
5712	Furniture stores ⁴	9.2	13.4	36.3	27.6	65.2
5713-15, 19	Other home furnishings stores ⁴	(D)	-16.3	(D)	9.5	(D)
572, 573	Household appliance, radio, TV, music stores.....	(D)	-7.5	(D)	4.4	(D)
58	Eating, drinking places.....	2.6	8.9	12.6	22.2	27.0
5812	Eating places.....	6.2	26.0	41.3	42.4	52.8
5813	Drinking places.....	-9.1	-23.9	-27.0	-21.5	-23.5
591	Drug stores, proprietary stores.....	-3.4	10.6	21.3	27.9	40.2
59 ex. 591	Other retail stores ⁶	15.3	-34.7	-50.2	-12.5	(D)
592	Liquor stores.....	7.9	10.8	11.5	40.2	44.5
594	Book, stationery stores.....	35.3	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	74.1	(D)	(D)	(D)
597	Jewelry stores.....	26.0	29.2	67.8	29.4	41.3
5992	Florists.....	67.4	47.5	29.4	(D)	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
	SELECTED SERVICE TRADES					
7011, 7012	Hotels.....	(D)	(D)	(D)	10.0	(D)
783	Motion picture theaters.....	-25.1	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent change, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent change.

⁵In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WILMINGTON AND OF WILMINGTON STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district		Percent of standard metropolitan statistical area sales in central business district	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ²	36.8	36.6	19.5	22.6
52	Lumber, building materials, hardware, farm equipment dealers...	23.2	29.2	11.6	11.2
5251	Hardware stores.....	(D)	(D)	(D)	8.0
52 ex. 5251	Other.....	(D)	(D)	(D)	11.8
53 part ²	General merchandise group stores ^{2 3}	52.4	52.1	29.2	36.6
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	74.7	81.1	45.7	60.3
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	16.5	21.6	7.9	11.7
55 ex. 554	Automotive dealers.....	16.2	12.7	8.9	8.2
554	Gasoline service stations.....	12.4	13.3	4.5	5.3
56	Apparel, accessory stores.....	83.0	86.3	65.0	73.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	78.6	94.1	68.5	83.5
562, 563, 568	Women's clothing, specialty stores.....	79.9	87.5	68.7	75.4
562	Ready-to-wear stores ⁵	(D)	86.9	68.7	73.8
565	Family clothing stores ⁵	92.4	88.8	43.8	67.4
566	Shoe stores.....	87.5	79.7	66.7	71.2
564, 569	Other apparel stores.....	80.2	77.6	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	74.5	72.1	51.2	56.0
5712	Furniture stores ⁴	81.6	84.7	57.6	67.2
5713-15, 19	Other home furnishings stores ⁴	44.4	(D)	31.2	(D)
572, 573	Household appliance, radio, TV, music stores.....	74.5	(D)	49.0	(D)
58	Eating, drinking places.....	34.6	36.3	16.6	19.7
5812	Eating places.....	36.6	42.8	16.6	22.3
5813	Drinking places.....	28.4	24.3	16.4	14.3
591	Drug stores, proprietary stores.....	38.0	43.5	21.3	28.2
59 ex. 591	Other retail stores ⁶	41.8	23.4	20.8	15.8
592	Liquor stores.....	17.7	18.2	9.0	11.7
594	Book, stationery stores.....	95.1	(D)	84.8	(D)
595	Sporting goods, bicycle stores.....	86.8	(D)	70.2	(D)
597	Jewelry stores.....	90.2	92.2	75.5	77.6
5992	Florists.....	53.9	47.5	32.0	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	63.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WILMINGTON, THE ENTIRE CITY, AND WILMINGTON STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators.)

SIC code	Kind of business	Central business district		Entire city		Standard metropolitan statistical area	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ²	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	3.2	2.9	5.1	3.7	5.4	5.9
5251	Hardware stores.....	(D)	0.3	0.3	(D)	0.7	0.9
52 ex. 5251	Other.....	(D)	2.6	4.7	(D)	4.7	5.0
53 part ²	General merchandise group stores ^{2 3}	17.9	18.2	12.5	13.3	11.9	11.2
531	Department stores.....	(D)	(D)	9.4	10.4	(D)	(D)
533	Limited price variety stores.....	4.5	4.8	2.2	2.2	1.9	1.8
539	Other general merchandise stores.....	(D)	(D)	0.9	0.7	(D)	(D)
54	Food stores.....	9.9	11.3	22.1	18.5	24.4	21.9
55 ex. 554	Automotive dealers.....	7.1	5.3	16.2	15.2	15.6	14.5
554	Gasoline service stations.....	1.8	1.4	5.2	3.8	7.5	6.0
56	Apparel, accessory stores.....	21.2	23.2	9.4	9.8	6.3	7.2
561, 567	Men's, boys' apparel stores, custom tailors ⁴	5.0	5.1	2.3	2.0	1.4	1.4
562, 563, 568	Women's clothing, specialty stores....	9.6	9.9	4.4	4.1	2.7	3.0
562	Ready-to-wear stores ⁵	7.4	8.3	(D)	3.5	2.1	2.5
565	Family clothing stores ⁵	1.5	2.2	0.6	0.9	0.7	0.8
566	Shoe Stores.....	3.8	4.0	1.6	1.8	1.1	1.3
564, 569	Other apparel stores.....	0.0	1.9	0.4	0.9	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	16.2	16.1	8.0	8.2	6.1	6.5
5712	Furniture stores ⁴	8.8	8.4	4.0	3.6	3.0	2.8
5713-15, 19	Other home furnishings stores ⁴	0.9	(D)	0.7	0.9	0.6	0.6
572, 573	Household appliance, radio, TV, music stores.....	6.5	(D)	3.2	3.5	2.6	2.9
58	Eating, drinking places.....	5.8	5.9	6.2	5.9	6.9	6.7
5812	Eating places.....	4.7	4.6	4.7	3.8	5.5	4.6
5813	Drinking places.....	1.2	1.3	1.5	2.0	1.4	2.1
591	Drug stores, proprietary stores.....	3.6	3.9	3.5	3.3	3.3	3.1
59 ex. 591	Other retail stores ⁶	13.3	11.9	11.7	18.4	12.4	17.1
592	Liquor stores.....	1.8	1.8	3.8	3.5	4.0	3.4
594	Book, stationery stores.....	2.0	1.5	0.8	(D)	0.5	(D)
595	Sporting goods, bicycle stores.....	1.1	(D)	0.5	0.3	0.3	(D)
597	Jewelry stores.....	3.1	2.5	1.3	1.0	0.8	0.7
5992	Florists.....	0.7	0.4	0.4	0.3	0.4	(D)
5996	Camera, photographic supply stores....	(D)	0.5	0.5	(D)	(D)	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³In computing percent, 1958 figures incorporate leased departments data with main store. In 1954 data, leased departments are separately classified as stores.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE WILMINGTON STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Merchandise Mart Shopping Center" at 4335 Governor Printz Blvd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591-2	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	28	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	20,382	56	Apparel, accessory stores ¹	10
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
53 part, ² 56, 57	Number.....	5	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³	3
	Shopping goods stores: ²		565	Family clothing stores ³
	Number.....	19	566	Shoe stores.....	4
52, 55, 599	Sales.....(\$1,000)...	12,121	564, 569	Other apparel stores.....	1
	All other stores:		57	Furniture, home furnishings, equipment stores.....	4
	Number.....	4	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15,19	Other home furnishings stores.....	1
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	2
	Retail stores, total ²	28	58	Eating, drinking places.....	...
	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	...
	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	2
53 part ² 531	General merchandise group stores ^{1 2}	5	59 ex. 591	Other retail stores ⁶	4
	Department stores.....	2	592	Liquor stores.....	1
	Limited price variety stores.....	2	594	Book, stationery stores.....	...
	Other general merchandise stores.....	3	595	Sporting goods, bicycle stores.....	...
539			597	Jewelry stores.....	1
54			5992	Florists.....	...
	Food stores.....	2	5996	Camera, photographic supply stores.....	1

MRC No. 2.—Includes the stores along N. Market St. from Lea Blvd. to Edgemoor Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591-2	Retail stores, total: ²		55 ex. 554	Automotive dealers.....	...
	Number.....	11	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	(D)	56	Apparel, accessory stores ¹
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	...
53 part, ² 56, 57	Number.....	5	562-3, 568	Women's clothing, specialty stores.....	...
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ³
	Shopping goods stores: ²		565	Family clothing stores ³
	Number.....	3	566	Shoe stores.....	...
52, 55, 599	Sales.....(\$1,000)...	(D)	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	3	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15,19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ²	11	58	Eating, drinking places.....	3
	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	2
	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	...
53 part ² 531	General merchandise group stores ^{1 2}	2	59 ex. 591	Other retail stores ⁶	3
	Department stores.....	1	592	Liquor stores.....	1
	Limited price variety stores.....	1	594	Book, stationery stores.....	...
	Other general merchandise stores.....	1	595	Sporting goods, bicycle stores.....	...
539			597	Jewelry stores.....	...
54			5992	Florists.....	...
	Food stores.....	1	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets; provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

Field Offices

All publications of the Bureau of the Census may be examined and ordered at any of the addresses listed below.

ALBUQUERQUE, NEW MEXICO Room 321, U. S. Post Office Bldg.	DETROIT 26, MICHIGAN Room 438, Federal Building	PHILADELPHIA 7, PENNSYLVANIA Jefferson Building 1015 Chestnut Street
ATLANTA 3, GEORGIA Room 604, Volunteer Building 66 Luckie Street, N. W.	GREENSBORO, NORTH CAROLINA Room 407 U. S. Post Office Building	PHOENIX, ARIZONA Room 419, Ellis Building 137 North Second Avenue
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CHEYENNE, WYOMING Room 207, Majestic Building 16th Street and Capitol Avenue	LOS ANGELES 15, CALIFORNIA Room 450 Western Pacific Building 1031 South Broadway	RICHMOND 19, VIRGINIA Room 309, Parcel Post Building 11th and Main Streets
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CLEVELAND 1, OHIO 4th Floor Federal Reserve Bank Building East Sixth St. and Superior Ave.	MINNEAPOLIS 1, MINNESOTA Room 319, Metropolitan Building 2nd Avenue South and 3rd Street	SAN FRANCISCO 11, CALIFORNIA Room 419, Customhouse 555 Battery Street
DALLAS 1, TEXAS Room 3-104, Merchandise Mart 500 South Ervay Street	NEW ORLEANS 12, LOUISIANA Room 1508 Masonic Temple Building 333 St. Charles Avenue	SAVANNAH, GEORGIA Room 235 U. S. Courthouse and Post Office Bldg. 125-29 Bull Street
DENVER 2, COLORADO Room 142, New Custom House 19th and Stout Streets	NEW YORK 1, NEW YORK 61st Floor Empire State Building 350 Fifth Avenue	SEATTLE 4, WASHINGTON Room 809 Federal Office Building 909 First Avenue

For local telephone listing, consult section devoted to U. S. Government.

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

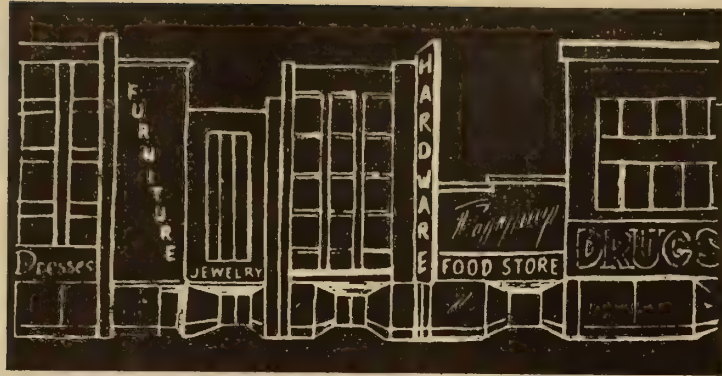
This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

BC58-CBD96

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CENTRAL BUSINESS DISTRICT STATISTICS

Worcester, Mass., Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

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William T. Fay, Chief

MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

Vol. VII, Central Business District Report, Worcester, Mass., Area—BC58-CBD96
Washington, D. C. - 1961

For sale by Bureau of the Census, Washington 25, D.C., and U.S. Department of Commerce Field Offices. 25 cents.

PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one of more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

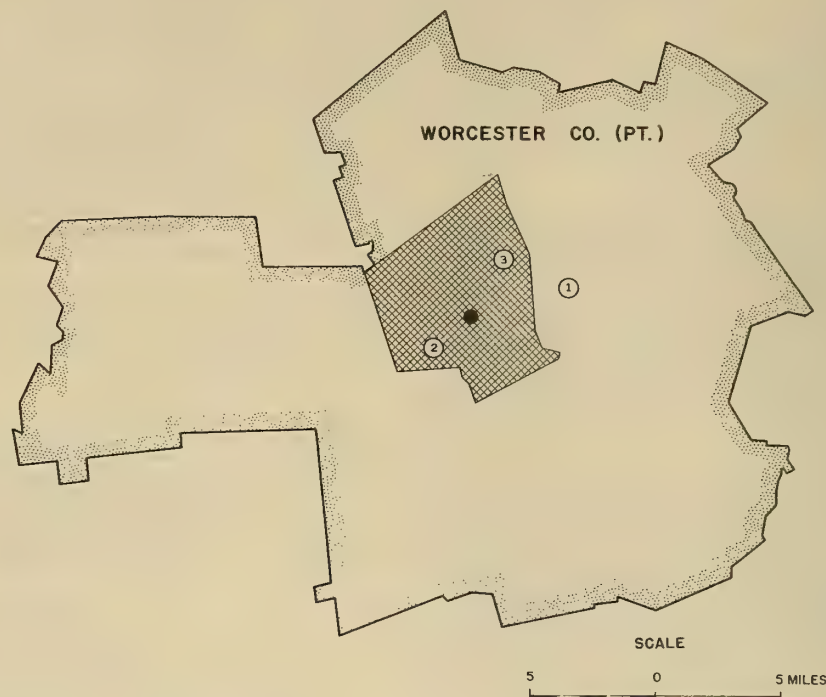
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

WORCESTER, MASS.

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY
- STANDARD METROPOLITAN STATISTICAL AREA

* CONSISTS OF TRACT 17
U S DEPARTMENT OF COMMERCE

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF WORCESTER

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	491	92,563	15,296	5,719	4,502	622	101,450	16,623
52	Lumber, building materials, hardware, farm equipment dealers.....	12	2,920	436	123	117	16	3,806	556
5251	Hardware stores.....	2	(D)	(D)	(D)	(D)	4	(D)	206
52 ex. 5251	Other.....	10	(D)	(D)	(D)	(D)	12	(D)	350
53 part ³	General merchandise group stores ³	14	23,442	4,128	1,679	1,257	23	24,883	4,672
531	Department stores.....	4	16,813	2,941	1,128	959	5	(D)	(D)
533	Limited price variety stores.....	3	6,378	1,179	545	295	6	(D)	(D)
539	Other general merchandise stores.....	7	251	8	6	3	12	659	65
54	Food stores.....	35	6,434	670	270	213	56	8,592	829
55 ex. 554	Automotive dealers.....	8	3,572	456	100	96	11	3,745	459
554	Gasoline service stations.....	12	1,243	124	67	61	19	908	107
56	Apparel, accessory stores.....	119	25,487	4,099	1,535	1,140	148	23,608	3,713
561, 567	Men's, boys' apparel stores, custom tailors ⁴	36	6,091	1,053	306	249	38	4,538	698
562, 563, 568	Women's clothing, specialty stores....	46	13,768	2,419	983	748	62	9,274	1,610
562	Ready-to-wear stores ⁵	23	12,514	2,120	890	682	34	6,928	1,081
565	Family clothing stores ⁵	3	(D)	(D)	(D)	(D)	3	(D)	(D)
566	Shoe stores.....	26	2,563	373	127	86	26	3,971	530
564, 569	Other apparel stores.....	8	(D)	(D)	(D)	(D)	13	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	40	7,795	1,441	415	362	65	10,059	1,786
5712	Furniture stores ⁴	16	3,879	596	158	149	19	5,774	1,061
5713-15, 19	Other home furnishings stores ⁴	6	626	130	31	29	13	1,289	163
572, 573	Household appliance, radio, TV, music stores.....	18	3,290	715	226	184	31	2,878	562
58	Eating, drinking places.....	114	7,170	1,751	866	687	130	8,295	1,920
5812	Eating places.....	76	5,397	1,402	711	561	87	6,455	1,494
5813	Drinking places.....	38	1,773	349	155	126	43	1,840	426
591	Drug stores, proprietary stores.....	17	3,249	528	173	126	21	3,359	605
59 ex. 591	Other retail stores ⁶	120	11,251	1,663	491	443	133	14,195	1,976
592	Liquor stores.....	9	1,301	132	33	29	14	1,687	176
594	Book, stationery stores.....	7	453	64	31	22	6	(D)	(D)
595	Sporting goods, bicycle stores.....	5	594	78	25	25	4	576	83
597	Jewelry stores.....	18	2,049	405	112	98	18	2,011	450
5992	Florists.....	11	481	95	26	24	10	490	78
5996	Camera, photographic supply stores....	5	570	65	23	22	9	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	19	(D)	(D)	(D)	(D)	18	2,453	947
783	Motion picture theaters.....	5	971	279	107	70	6	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,914,000, of which \$1,237,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

WORCESTER, MASS., AREA

7

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF WORCESTER

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES								
	Retail stores, total ³	1,881	265,543	33,282	12,475	9,991	2,008	260,271	32,952
52	Lumber, building materials, hardware, farm equipment dealers.....	81	14,674	2,350	568	528	86	17,230	2,681
5251	Hardware stores.....	25	1,440	(D)	(D)	(D)	25	(D)	(D)
52 ex. 5251	Other.....	56	13,234	(D)	(D)	(D)	61	(D)	(D)
53 part ³	General merchandise group stores ³	48	30,269	5,057	2,591	2,137	51	28,391	5,066
531	Department stores.....	6	(D)	(D)	(D)	(D)	6	19,614	3,597
533	Limited price variety stores.....	14	7,305	1,327	618	349	25	(D)	(D)
539	Other general merchandise stores.....	26	(D)	(D)	(D)	(D)	20	(D)	(D)
54	Food stores.....	403	64,079	4,633	1,931	1,299	495	61,690	4,266
55 ex. 554	Automotive dealers.....	88	40,899	4,350	989	956	71	43,420	4,839
554	Gasoline service stations.....	178	15,375	1,210	509	374	200	12,603	975
56	Apparel, accessory stores.....	174	29,355	4,519	1,697	1,259	200	26,456	3,989
561, 567	Men's, boys' apparel stores, custom tailors ⁴	46	6,670	1,123	330	258	44	(D)	746
562, 563, 568	Women's clothing, specialty stores....	56	14,367	2,505	1,027	783	74	9,879	1,693
562	Ready-to-wear stores ⁵	31	(D)	(D)	(D)	(D)	38	(D)	1,112
565	Family clothing stores ⁵	11	3,982	352	144	92	8	(D)	(D)
566	Shoe stores.....	41	3,199	447	151	104	44	4,640	594
564, 569	Other apparel stores.....	16	1,063	92	45	22	22	961	(D)
57	Furniture, home furnishings, equipment stores.....	119	14,568	2,330	741	656	145	16,682	2,559
5712	Furniture stores ⁴	32	6,214	914	225	206	32	7,997	1,354
5713-15, 19	Other home furnishings stores ⁴	12	1,048	232	145	136	28	1,917	239
572, 573	Household appliance, radio, TV, music stores.....	57	7,050	1,184	371	314	67	6,120	966
58	Eating, drinking places.....	394	19,299	4,195	1,997	1,557	371	18,476	4,000
5812	Eating places.....	273	14,260	3,225	1,577	1,215	250	13,574	2,960
5813	Drinking places.....	121	5,039	972	420	342	121	4,902	1,040
591	Drug stores, proprietary stores.....	65	8,143	1,146	441	329	80	7,759	1,149
59 ex. 591	Other retail stores ⁶	331	28,882	3,492	1,011	896	309	27,564	3,428
592	Liquor stores.....	43	6,281	682	170	142	42	5,380	620
594	Book, stationery stores.....	15	552	71	35	26	8	(D)	(D)
595	Sporting goods, bicycle stores.....	14	770	(D)	(D)	(D)	12	682	83
597	Jewelry stores.....	32	2,263	416	118	102	30	2,206	471
5992	Florists.....	27	1,036	179	53	43	23	867	129
5996	Camera, photographic supply stores....	7	(D)	(D)	(D)	(D)	10	856	142
	* SELECTED SERVICES								
7011, 7012	Hotels.....	21	2,110	787	341	288	21	(D)	971
783	Motion picture theaters.....	9	(D)	(D)	(D)	(D)	8	1,760	345

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
WORCESTER STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

(As a result of differences in the definition, the 1958 data are not directly comparable with those for 1954. See page 13 for data which can be used in evaluating the changes in area definition.)

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES								
	Retail stores, total ³	2,863	357,374	41,333	15,776	12,361	2,660	313,573	37,281
52	Lumber, building materials, hardware, farm equipment dealers.....	136	25,122	3,236	835	709	115	23,437	3,152
5251	Hardware stores.....	43	6,764	546	214	129	36	5,438	549
52 ex. 5251	Other.....	93	18,358	2,690	612	580	79	17,999	2,603
53 part ³	General merchandise group stores ³	78	32,752	5,279	2,781	2,313	69	28,980	5,105
531	Department stores.....	7	21,883	3,636	2,048	1,879	6	19,614	3,597
533	Limited price variety stores.....	25	7,930	1,416	660	380	30	8,223	1,409
539	Other general merchandise stores.....	34	(D)	(D)	(D)	(D)	33	1,143	99
54	Food stores.....	593	94,032	6,468	2,737	1,821	644	76,756	5,059
55 ex. 554	Automotive dealers.....	155	54,969	5,776	1,292	1,248	109	53,288	5,603
554	Gasoline service stations.....	299	22,376	1,629	714	525	300	17,754	1,240
56	Apparel, accessory stores.....	214	31,189	4,673	1,772	1,307	220	27,229	4,036
561, 567	Men's, boys' apparel stores, custom tailors ⁴	52	6,986	1,152	344	269	45	5,068	750
562, 563, 568	Women's clothing, specialty stores.....	73	14,962	2,548	1,052	797	80	10,055	1,696
562	Ready-to-wear stores ⁵	39	13,434	2,341	952	725	40	7,299	1,115
565	Family clothing stores ⁵	18	4,415	388	165	106	12	5,981	822
566	Shoe stores.....	50	3,599	490	164	111	50	4,949	(D)
564, 569	Other apparel stores.....	17	(D)	(D)	(D)	(D)	25	990	(D)
57	Furniture, home furnishings, equipment stores.....	189	17,597	2,636	848	736	179	18,181	2,715
5712	Furniture stores ⁴	50	7,536	1,048	279	247	40	8,553	1,413
5713-15, 19	Other home furnishings stores ⁴	43	1,689	272	155	146	33	2,202	275
572, 573	Household appliance, radio, TV, music stores.....	96	8,372	1,316	414	343	86	6,772	1,027
58	Eating, drinking places.....	595	26,958	5,562	2,832	2,098	519	24,363	5,145
5812	Eating places.....	406	19,959	4,277	2,211	1,649	350	17,877	3,830
5813	Drinking places.....	189	6,999	1,285	621	449	169	6,486	1,315
591	Drug stores, proprietary stores.....	95	11,494	1,557	619	442	99	9,457	1,322
59 ex. 591	Other retail stores ⁶	509	40,882	4,517	1,346	1,162	406	34,128	3,904
592	Liquor stores.....	78	8,964	901	240	191	63	7,129	758
594	Book, stationery stores.....	15	552	71	35	26	8	(D)	(D)
595	Sporting goods, bicycle stores.....	20	987	87	29	28	18	910	96
597	Jewelry stores.....	41	2,513	452	132	113	35	2,353	480
5992	Florists.....	39	1,275	205	65	52	32	995	148
5996	Camera, photographic supply stores.....	8	771	84	33	29	10	856	142
	SELECTED SERVICES								
7011, 7012	Hotels.....	26	2,249	822	360	305	26	2,654	997
783	Motion picture theaters.....	19	(D)	(D)	(D)	(D)	14	2,147	416

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

WORCESTER, MASS., AREA

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Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF WORCESTER, THE ENTIRE CITY, AND WORCESTER STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metro- politan statistical area*	Standard metro- politan statistical area less central business district*
RETAIL STORES						
	Retail stores, total ³	-8.8	2.0	8.9	14.0	24.8
52	Lumber, building materials, hardware, farm equipment dealers.....	-23.3	-14.8	-12.5	7.2	13.1
5251	Hardware stores.....	(D)	(D)	(D)	24.4	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	2.0	(D)
53 part ³	General merchandise group stores ³	-5.8	6.6	94.6	13.0	127.2
531	Department stores.....	(D)	(D)	(D)	11.6	(D)
533	Limited price variety stores.....	(D)	(D)	(D)	-3.6	(D)
539	Other general merchandise stores.....	-61.9	(D)	(D)	(D)	(D)
54	Food stores.....	-25.1	3.9	8.6	22.5	28.5
55 ex. 554	Automotive dealers.....	-4.6	-5.8	-5.9	3.2	3.7
554	Gasoline service stations.....	36.9	22.0	20.8	26.0	25.4
56	Apparel, accessory stores.....	8.0	11.0	35.8	14.5	57.5
561, 567	Men's, boys' apparel stores, custom tailors ⁴	34.2	(D)	(D)	37.8	68.9
562, 563, 568	Women's clothing, specialty stores.....	48.5	45.4	-1.0	48.8	52.9
562	Ready-to-wear stores ⁵	80.6	(D)	(D)	84.1	148.0
565	Family clothing stores ⁵	(D)	(D)	(D)	-26.2	(D)
566	Shoe stores.....	-35.5	31.1	-4.9	-27.3	5.9
564, 569	Other apparel stores.....	(D)	10.6	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-22.5	-12.7	2.3	-3.2	20.7
5712	Furniture stores ⁴	-32.8	-22.3	5.0	-11.9	31.6
5713-15, 19	Other home furnishings stores ⁴	-51.4	-45.3	-32.8	-23.3	4.9
572, 573	Household appliance, radio, TV, music stores.....	14.3	15.2	16.0	23.6	30.5
58	Eating, drinking places.....	-13.6	4.5	19.1	10.7	23.2
5812	Eating places.....	-16.4	5.1	24.5	11.6	27.5
5813	Drinking places.....	-3.7	2.8	6.7	7.9	12.5
591	Drug stores, proprietary stores.....	-3.3	4.9	11.2	21.6	35.3
59 ex. 591	Other retail stores ⁶	-20.7	4.8	31.9	19.8	48.7
592	Liquor stores.....	-22.9	16.7	34.8	25.7	40.8
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	3.1	12.9	66.0	8.5	17.7
597	Jewelry stores.....	1.9	2.6	9.7	6.8	35.7
5992	Florists.....	-1.9	19.5	47.2	28.1	57.2
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	-9.9	(D)
SELECTED SERVICES						
7011, 7012	Hotels.....	(D)	(D)	(D)	-15.3	(D)
783	Motion picture theaters.....	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent change.

⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

⁶In computing percent change, the SMSA data for 1958 have been adjusted to the 1954 definition. See page 13 for data which can be used in evaluating the changes in area definition.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WORCESTER AND OF WORCESTER STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958*	1954
	RETAIL STORES				
	Retail stores, total ³	34.9	39.0	25.9	32.4
52	Lumber, building materials, hardware, farm equipment dealers...	19.9	22.1	11.6	16.2
5251	Hardware stores.....	(D)	(D)	(D)	(D)
52 ex. 5251	Other.....	(D)	(D)	(D)	(D)
53 part ³	General merchandise group stores ³	77.4	87.6	71.6	85.9
531	Department stores.....	(D)	(D)	76.8	(D)
533	Limited price variety stores.....	87.3	(D)	80.4	(D)
539	Other general merchandise stores.....	(D)	(D)	(D)	57.7
54	Food stores.....	10.0	13.9	6.8	11.2
55 ex. 554	Automotive dealers.....	8.7	8.6	6.5	7.0
554	Gasoline service stations.....	8.1	7.2	5.6	5.1
56	Apparel, accessory stores.....	86.8	89.2	81.7	86.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	91.3	(D)	87.2	89.5
562, 563, 568	Women's clothing, specialty stores.....	95.8	93.9	92.0	92.2
562	Ready-to-wear stores ⁵	(D)	(D)	93.2	94.9
565	Family clothing stores ⁵	(D)	(D)	(D)	(D)
566	Shoe stores.....	80.1	85.6	71.2	80.2
564, 569	Other apparel stores.....	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	53.5	60.3	44.3	55.3
5712	Furniture stores ⁴	62.4	72.2	51.5	67.5
5713-15, 19	Other home furnishings stores ⁴	59.7	67.2	37.1	58.5
572, 573	Household appliance, radio, TV, music stores.....	46.7	47.0	39.3	42.5
58	Eating, drinking places.....	37.2	44.9	26.6	34.0
5812	Eating places.....	37.8	47.6	27.0	36.1
5813	Drinking places.....	35.2	37.5	25.3	28.4
591	Drug stores, proprietary stores.....	39.9	43.3	28.3	35.5
59 ex. 591	Other retail stores ⁶	39.0	51.5	27.5	41.6
592	Liquor stores.....	20.7	31.4	14.5	23.7
594	Book, stationery stores.....	82.1	(D)	82.1	(D)
595	Sporting goods, bicycle stores.....	77.1	84.8	60.2	63.5
597	Jewelry stores.....	90.5	91.2	81.5	85.5
5992	Florists.....	46.4	56.5	37.7	49.2
5996	Camera, photographic supply stores.....	(D)	(D)	73.9	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

*In computing percent, the SMSA data for 1958 have been adjusted to the 1954 definition. See page 13 for data which can be used in evaluating the changes in area definition.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WORCESTER, THE ENTIRE CITY, AND WORCESTER STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958*	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	3.2	3.7	5.5	6.6	7.0	7.5
5251	Hardware stores.....	(D)	(D)	0.5	(D)	1.9	1.7
52 ex. 5251	Other.....	(D)	(D)	5.0	(D)	5.1	5.8
53 part ³	General merchandise group stores ³	25.3	24.5	11.4	10.9	9.2	9.2
531	Department stores.....	18.2	(D)	(D)	7.5	6.1	6.2
533	Limited price variety stores.....	6.9	(D)	2.8	(D)	2.2	2.6
539	Other general merchandise stores.....	0.2	0.6	(D)	(D)	(D)	0.4
54	Food stores.....	7.0	8.5	24.1	23.7	26.3	24.5
55 ex. 554	Automotive dealers.....	3.9	3.7	15.4	16.7	15.4	17.0
554	Gasoline service stations.....	1.3	0.9	5.8	4.8	6.3	5.6
56	Apparel, accessory stores.....	27.5	23.3	11.0	10.2	8.7	8.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	6.6	4.5	2.5	(D)	2.0	1.6
562, 563, 568	Women's clothing, specialty stores....	14.9	9.1	5.4	3.8	4.2	3.2
562	Ready-to-wear stores ⁵	13.5	6.8	(D)	(D)	3.8	2.3
565	Family clothing stores ⁵	(D)	(D)	1.5	(D)	1.2	1.9
566	Shoe stores.....	2.8	3.9	1.2	1.8	1.0	1.6
564, 569	Other apparel stores.....	(D)	(D)	0.4	0.4	(D)	0.3
57	Furniture, home furnishings, equipment stores.....	8.4	9.9	5.5	6.4	4.9	5.8
5712	Furniture stores ⁴	4.2	5.7	2.3	3.1	2.1	2.7
5713-15, 19	Other home furnishings stores ⁴	0.7	1.3	0.4	0.7	0.5	0.7
572, 573	Household appliance, radio, TV, music stores.....	3.5	2.8	2.7	2.4	2.3	2.2
58	Eating, drinking places.....	7.7	8.2	7.3	7.1	7.6	7.8
5812	Eating places.....	5.8	6.4	5.4	5.2	5.6	5.7
5813	Drinking places.....	1.9	1.8	1.9	1.9	2.0	2.1
591	Drug stores, proprietary stores.....	3.5	3.3	3.1	3.0	3.2	3.0
59 ex. 591	Other retail stores ⁶	12.2	14.0	10.9	10.6	11.4	10.9
592	Liquor stores.....	1.4	1.7	2.4	2.1	2.5	2.3
594	Book, stationery stores.....	0.5	(D)	0.2	(D)	0.2	(D)
595	Sporting goods, bicycle stores.....	0.6	0.6	0.3	0.3	0.3	0.3
597	Jewelry stores.....	2.2	2.0	0.9	0.8	0.7	0.7
5992	Florists.....	0.5	0.5	0.4	0.3	0.4	0.3
5996	Camera, photographic supply stores....	0.6	(D)	(D)	0.3	0.2	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments in computing percent.

⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

*In computing percent distribution, the SMSA data for 1958 have been adjusted to the 1954 definition. See page 13 for data which can be used in evaluating the changes in area definition.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE WORCESTER STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.—Includes the planned center known as "Fairlawn Shopping Center" on Maple Ave. near the Boston Pike intersection

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	13			
	Sales.....(\$1,000)...	3,262	554	Gasoline service stations.....	1
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	1
	Number.....	3	561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Sales.....(\$1,000)...	(D)	562-3, 568	Women's clothing, specialty stores.....	...
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵
56, 57	Number.....	4	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	(D)	566	Shoe stores.....	...
			564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	6			
	Sales.....(\$1,000)...	353	5712	Furniture stores.....	1
		Number of establishments	5713-15, 19	Other home furnishings stores.....	1
			572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	13	58	Eating, drinking places.....	2
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	1
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	...
53 part ³	General merchandise group stores ^{2 3}	1	59 ex. 591	Other retail stores ⁶	4
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	1	5996	Camera, photographic supply stores.....	1

MRC No. 2.—Includes stores on Main St. from Cambridge St. to Park Ave. extended, on Park Ave. extended to Park Ave.—Mill St. intersection, and on Mill St. from Park Ave. to Main St.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	37			
	Sales.....(\$1,000)...	12,364	554	Gasoline service stations.....	6
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	3
	Number.....	19	561, 567	Men's, boys' apparel stores, custom tailors.....	...
	Sales.....(\$1,000)...	8,833	562-3, 568	Women's clothing, specialty stores.....	1
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	1
56, 57	Number.....	6	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	1,481	566	Shoe stores.....	2
			564, 569	Other apparel stores.....	...
52, 55,	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	12			
	Sales.....(\$1,000)...	2,050	5712	Furniture stores.....	1
		Number of establishments	5713-15, 19	Other home furnishings stores.....	...
			572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	37	58	Eating, drinking places.....	6
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	4
5251	Hardware stores.....	2	5813	Drinking places.....	2
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	3
53 part ³	General merchandise group stores ^{2 3}	1	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	1
			5992	Florists.....	...
54	Food stores.....	10	5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁵Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

WORCESTER, MASS., AREA

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Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE WORCESTER STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Whites Lincoln Plaza" along Lincoln from Trinity Ave. to and including the center

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	22	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	8,435	56	Apparel, accessory stores ²	8
	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
53 part, ³ 56, 57	Number.....	5	562-3, 568	Women's clothing, specialty stores....	4
	Sales.....(\$1,000)...	4,175	562	Ready-to-wear stores ⁵	4
	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	11	566	Shoe stores.....	3
52, 55, 59 ex. 591	Sales.....(\$1,000)...	3,916	564, 569	Other apparel stores.....	...
	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	6	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	344	5713-15, 19	Other home furnishings stores.....	...
52		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	...
	Retail stores, total ³	22	58	Eating, drinking places.....	1
	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	1
	5251 Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	2	59 ex. 591	Other retail stores ⁶	6
531	Department stores.....	1	592	Liquor stores.....	1
533	Limited price variety stores.....	1	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54			597	Jewelry stores.....	3
	Food stores.....	3	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴Limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

COMPARATIVE STANDARD METROPOLITAN STATISTICAL AREA DATA

As a result of differences in the definition, the 1958 data for the Worcester, Massachusetts, Standard Metropolitan Statistical Area (as presented in Table 3 of this report) are not directly comparable with those for 1954. The following table identifies the places included in the 1958 definition but not in 1954, and provides data for these additional places. Subtracting these data from those shown in Table 3 will provide 1958 data for the area as defined in 1954.

SIC	Kind of business	Estab-lish-ments (number)	Sales (\$1,000)
Northbridge, Oxford, Berlin, Boylston, Brookfield, Sutton, and Upton Towns, Massachusetts			
	Retail trade, total	253	19,816
52	Lumber, bldg matls, hdwe, farm equip. dealers	14	1,860
53 part*	General merchandise group stores*	4	401
54	Food stores	56	6,085
55 ex. 554	Automotive dealers	18	2,777
55pt(554)	Gasoline service stations	32	1,910
56	Apparel, accessory stores	9	506
57	Furniture, home furnishings, equipment stores	16	658
58	Eating, drinking places	39	961
59pt(591)	Drug stores, proprietary stores	9	923
59 ex. 591	Other retail stores	48	3,376
53 part*	Nonstore retailers*	8	359

Standard Notes: ... Represents zero. (D) Withheld to avoid disclosure.

*Nonstore retailers, part of SIC major group 53, are shown separately in this table.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

PUBLICATION PLAN FOR THE 1958 CENSUS OF BUSINESS

The 1958 Census of Business consists of three major trade segments--retail trade, wholesale trade, and selected service trades. The final results of the 1958 Census are published in the form of separate report series for each of these trade segments and a separate report for public warehouses. These report series will supersede the preliminary reports.

The 1958 Business Census report series for retail trade, wholesale trade, and selected services will consist of two parts--(1) Area Reports, and (2) Subject Reports. For retail trade and hotels and motion picture theaters, a third series of reports relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final reports, findings of the 1958 Census will be consolidated and issued as Census volumes. Announcements concerning the report series and the volumes may be obtained by writing to the Bureau of the Census, Washington 25, D. C.

The above report series do not cover Puerto Rico, results for which will be issued separately.

THE RETAIL TRADE REPORT SERIES

Following are brief descriptions of the report series for retail trade:

Area Reports

A separate report for each State, the District of Columbia, Alaska, Hawaii, Virgin Islands, Guam, and continental United States showing, by kind of business, data on number of establishments, sales for the year, payroll for the year, payroll and number of paid employees for the workweek ended nearest November 15, 1958, and number of proprietors. Detailed kind-of-business data are provided for the State, for each standard metropolitan statistical area, for each large county, and for each large city. In addition, data for less detailed kind-of-business groupings are shown for all counties and for each city of 2,500 or more inhabitants. The reports for the New England States will also include data for those towns which in the latest Census had an urban concentration of 2,500 or more inhabitants as well as all those with

a total population of 10,000 or more. The Pennsylvania and New Jersey reports provide data for townships and towns having a population of 10,000 or more at the latest Census. The number of kinds of business for which figures are published will vary according to the number of establishments in the area.

Subject Reports

These reports provide data for such subjects as sales-size of establishment, employment-size of establishment, legal form of organization, and single units and multiunits as well as for a number of special subjects applicable to particular trades or groups of trades. They will include detailed statistics by kind of business for the United States as a whole and for standard metropolitan statistical areas and States, with cross-classification by related subjects.

Trade Reports

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the area and subject reports. The trades covered in a specific trade report are not limited to those in a specific industry division, such as retail trade, but may include trades in any of the industry divisions covered by the 1958 Census of Business.

Central Business District Reports

A report will be provided for each of a number of large metropolitan cities, with data presented by kind of business. Includes general statistics (establishments, sales, and annual payroll) by kind of business for the central business district, the central city, the central city exclusive of the central business district, the standard metropolitan statistical area, and the standard metropolitan statistical area exclusive of the central business district. In addition, for a number of the larger metropolitan areas, statistics are published for major business centers outside the central business district. Although these reports are designed primarily to present information for retail trade, they will also include data for two service businesses hotels and motion picture theaters.

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CENTRAL BUSINESS DISTRICT STATISTICS

Youngstown,
Ohio, Area

1958
Census
of
Business



U.S. DEPARTMENT OF COMMERCE

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GEOGRAPHY DIVISION—

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MACHINE TABULATION DIVISION—

C. F. Van Aken, Chief

PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1958*

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. This report provides findings for retail stores in selected central business districts and in major retail centers; and for hotels and motion picture theaters in the selected central business districts.

AREAS COVERED

Each of the reports in this series covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA vary from none to about two dozen. The entire series of reports covers 97 SMSA's, and provides data for 109 CBD's and some 500 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

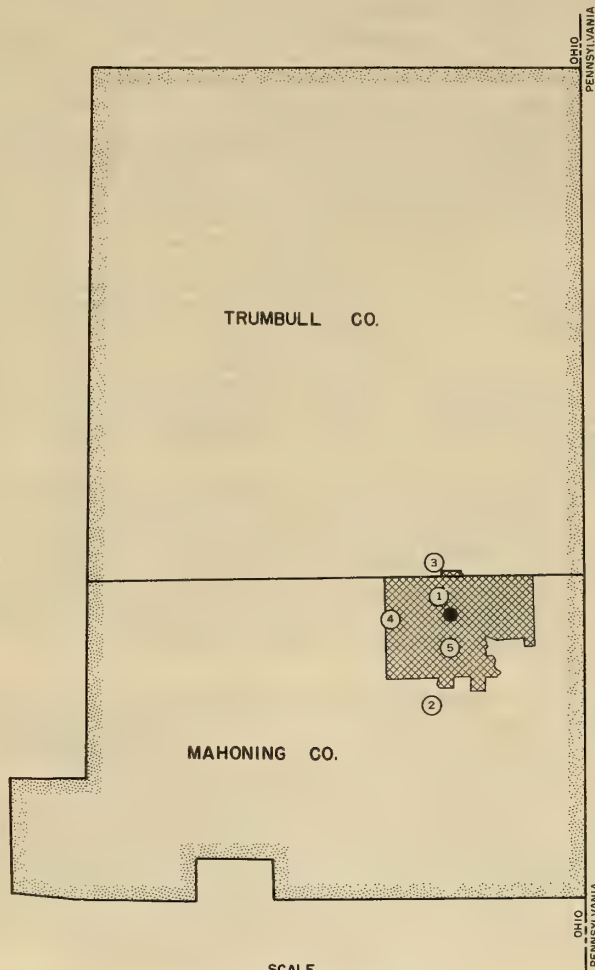
MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined.

For explanation of procedures and definitions, see Appendix.

YOUNGSTOWN, OHIO

STANDARD METROPOLITAN STATISTICAL AREA AND CENTRAL BUSINESS DISTRICT



SCALE
5 0 SMILES

- CENTRAL BUSINESS DISTRICT
- ① MAJOR RETAIL CENTERS
- ▨ AREA OF CITY
- ▨ STANDARD METROPOLITAN STATISTICAL AREA
- STATE LINE



CENTRAL BUSINESS DISTRICT*



SCALE
800 0 800 FT.

*CONSISTS OF TRACT N-37

DATA IN THIS REPORT ARE BASED UPON THE LEGAL BOUNDARIES AT THE END OF THE CENSUS YEAR
1958 CENSUS OF BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CENTRAL BUSINESS DISTRICT OF YOUNGSTOWN

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	375	84,413	13,939	5,128	4,216	384	89,380	15,164
52	Lumber, building materials, hardware, farm equipment dealers.....	20	2,223	383	108	100	12	2,454	530
5251	Hardware stores.....	6	972	150	50	46	2	(D)	(D)
52 ex. 5251	Other.....	14	1,251	233	58	54	10	(D)	(D)
53 part ³	General merchandise group stores ³	14	40,805	7,448	2,641	2,036	13	38,985	7,041
531	Department stores.....	3	(D)	(D)	(D)	(D)	3	(D)	(D)
533	Limited price variety stores.....	5	3,344	727	379	214	6	4,627	860
539	Other general merchandise stores.....	6	(D)	(D)	(D)	(D)	4	(D)	(D)
54	Food stores.....	61	8,976	720	272	211	62	8,130	745
55 ex. 554	Automotive dealers.....	4	1,246	159	45	38	6	3,898	573
554	Gasoline service stations.....	11	1,172	144	50	45	12	1,068	120
56	Apparel, accessory stores.....	70	11,018	1,816	667	581	74	12,273	1,952
561, 567	Men's, boys' apparel stores, custom tailors ⁴	23	3,182	647	161	143	18	2,732	469
562, 563, 568	Women's clothing, specialty stores....	25	5,149	788	368	331	21	5,030	821
562	Ready-to-wear stores ⁵	18	4,806	742	348	313	14	4,587	753
565	Family clothing stores ⁵	4	(D)	(D)	(D)	(D)	6	1,431	199
566	Shoe stores.....	18	(D)	(D)	(D)	(D)	18	2,163	314
564, 569	Other apparel stores.....	11	917	149
57	Furniture, home furnishings, equipment stores.....	27	5,396	897	270	269	29	8,152	1,550
5712	Furniture stores ⁴	14	3,647	600	197	196	13	3,989	793
5713-15, 19	Other home furnishings stores ⁴	4	236	37	12	12	4	290	37
572, 573	Household appliance, radio, TV, music stores.....	9	1,513	260	61	61	12	3,873	720
58	Eating, drinking places.....	78	4,873	1,260	686	585	94	5,668	1,264
5812	Eating places.....	45	2,874	910	467	397	42	3,058	772
5813	Drinking places.....	33	1,999	350	217	188	52	2,610	492
591	Drug stores, proprietary stores.....	15	2,174	385	125	108	14	1,701	305
59 ex. 591	Other retail stores ⁶	75	6,530	727	264	243	68	7,051	1,084
592	Liquor stores.....	5	(D)	(D)	(D)	(D)	4	(D)	(D)
594	Book, stationery stores.....	4	(D)	(D)	(D)	(D)	2	(D)	(D)
595	Sporting goods, bicycle stores.....	2	(D)	(D)	(D)	(D)	2	(D)	(D)
597	Jewelry stores.....	21	2,521	389	146	133	29	2,903	567
5992	Florists.....	2	(D)	(D)	(D)	(D)	3	162	21
5996	Camera, photographic supply stores....	1	(D)	(D)	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	10	1,354	496	215	199	14	1,582	536
783	Motion picture theaters.....	5	1,111	282	131	130	6	1,345	312

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). The 1954 sales of leased departments located in general merchandise stores but elsewhere classified were \$1,551,000, of which \$209,000 was included with apparel, accessory stores. This does not affect "hotels" or "motion picture theaters."

²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

⁴1954 data limited to "employer" establishments.

⁵Both 1954 and 1958 data limited to "employer" establishments.

⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 2.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
CITY OF YOUNGSTOWN

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	1,852	262,373	32,490	11,708	9,328	1,804	240,470	31,166
52	Lumber, building materials, hardware, farm equipment dealers.....	97	11,903	1,654	451	412	79	12,647	2,039
5251	Hardware stores.....	26	2,134	286	101	85	20	2,284	360
52 ex. 5251	Other.....	71	9,769	1,368	350	327	59	10,363	1,679
53 part ³	General merchandise group stores ³	51	62,090	10,345	3,855	2,897	31	44,040	7,804
531	Department stores.....	6	(D)	(D)	(D)	(D)	4	(D)	(D)
533	Limited price variety stores.....	22	9,141	1,701	886	513	15	(D)	(D)
539	Other general merchandise stores.....	23	(D)	(D)	(D)	(D)	12	1,087	245
54	Food stores.....	470	66,445	4,741	1,725	1,129	474	59,126	4,104
55 ex. 554	Automotive dealers.....	94	34,234	3,508	784	738	85	38,988	4,569
554	Gasoline service stations.....	184	14,598	1,299	463	378	172	12,018	948
56	Apparel, accessory stores.....	140	16,363	2,479	995	823	129	(D)	2,451
561, 567	Men's, boys' apparel stores, custom tailors.....	36	4,461	833	240	204	23	3,309	540
562, 563, 568	Women's clothing, specialty stores.....	49	6,536	986	481	427	39	(D)	(D)
562	Ready-to-wear stores ⁵	33	(D)	(D)	(D)	(D)	24	(D)	(D)
565	Family clothing stores ⁵	7	(D)	195	81	60	8	(D)	(D)
566	Shoe stores.....	37	3,292	439	171	114	36	3,636	530
564, 569	Other apparel stores.....	7	428	26	22	18	17	1,137	169
57	Furniture, home furnishings, equipment stores.....	124	14,910	2,340	644	613	145	18,742	3,352
5712	Furniture stores ⁴	34	6,109	936	286	281	36	8,722	1,651
5713-15, 19	Other home furnishings stores ⁴	21	3,002	513	110	99	17	1,802	416
572, 573	Household appliance, radio, TV, music stores.....	69	5,799	891	248	233	68	7,800	1,285
58	Eating, drinking places.....	405	17,868	3,677	1,888	1,572	411	17,771	3,395
5812	Eating places.....	191	9,281	2,461	1,238	1,023	169	9,068	2,092
5813	Drinking places.....	214	8,587	1,216	650	549	242	8,703	1,303
591	Drug stores, proprietary stores.....	63	7,771	1,056	386	313	72	(D)	851
59 ex. 591	Other retail stores ⁶	224	16,191	1,391	517	453	206	(D)	1,653
592	Liquor stores.....	37	6,451	182	61	55	23	4,887	145
594	Book, stationery stores.....	5	546	101	28	28	9	(D)	(D)
595	Sporting goods, bicycle stores.....	11	286	(D)	(D)	(D)	5	194	8
597	Jewelry stores.....	33	2,863	417	161	148	40	3,192	590
5992	Florists.....	23	811	97	60	47	15	648	77
5996	Camera, photographic supply stores....	5	328	25	7	7	3	(D)	(D)
SELECTED SERVICES									
7011, 7012	Hotels.....	14	1,651	569	239	220	17	(D)	571
783	Motion picture theaters.....	10	1,338	336	161	150	12	1,884	436

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1958 AND 1954
YOUNGSTOWN STANDARD METROPOLITAN STATISTICAL AREA

Establishments, Sales, Annual Payroll, and Employees, by Kind of Business

SIC code	Kind of business	1958 ¹					1954 ¹		
		Estab- lish- ments ²	Sales ²	Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Estab- lish- ments ²	Sales ²	Payroll, entire year
					Total	Full workweek			
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(number)	(\$1,000)	(\$1,000)
RETAIL STORES									
	Retail stores, total ³	4,475	542,541	60,369	22,149	17,562	4,081	465,114	53,389
52	Lumber, building materials, hardware, farm equipment dealers.....	279	33,837	4,288	1,221	1,097	235	35,587	5,278
5251	Hardware stores.....	77	7,910	969	372	312	63	7,064	1,032
52 ex. 5251	Other.....	202	25,927	3,319	849	785	170	28,559	4,246
53 part ³	General merchandise group stores ³	122	83,621	13,439	5,146	3,808	84	61,601	10,515
531	Department stores.....	10	62,240	10,158	3,455	2,706	8	43,402	7,523
533	Limited price variety stores.....	42	14,599	2,600	1,380	792	35	12,409	2,221
539	Other general merchandise stores.....	30	5,902	681	311	256	41	5,790	771
54	Food stores.....	1,016	151,299	10,313	3,995	2,667	986	126,454	8,190
55 ex. 554	Automotive dealers.....	282	84,926	8,088	1,899	1,795	244	76,580	8,083
554	Gasoline service stations.....	555	42,379	3,540	1,395	1,096	453	30,066	2,026
56	Apparel, accessory stores.....	280	30,155	4,484	1,766	1,435	247	26,447	3,678
561, 567	Men's, boys' apparel stores, custom tailors ⁴	75	7,327	1,217	367	302	59	6,488	927
562, 563, 568	Women's clothing, specialty stores....	93	11,723	1,767	817	707	65	9,428	1,393
562	Ready-to-wear stores ⁵	68	10,865	1,681	770	669	44	8,485	1,257
565	Family clothing stores ⁵	26	3,525	457	188	152	21	3,107	387
566	Shoe stores.....	62	6,727	971	351	239	61	5,672	767
564, 569	Other apparel stores.....	16	(D)	(D)	(D)	(D)	27	1,508	204
57	Furniture, home furnishings, equipment stores.....	303	27,782	4,186	1,177	1,096	291	29,928	4,865
5712	Furniture stores ⁴	79	12,929	2,007	574	542	67	13,507	2,377
5713-15, 19	Other home furnishings stores ⁴	61	4,574	717	149	132	31	2,730	537
572, 573	Household appliance, radio, TV, music stores.....	163	10,279	1,462	1,916	422	155	12,971	1,951
58	Eating, drinking places.....	978	36,195	6,793	3,595	2,955	914	34,901	6,093
5812	Eating places.....	487	18,852	4,479	2,364	1,944	404	17,344	3,652
5813	Drinking places.....	491	17,343	2,314	1,231	1,011	510	17,549	2,441
591	Drug stores, proprietary stores.....	142	17,547	2,303	875	692	136	12,604	1,581
59 ex. 591	Other retail stores ⁶	518	34,800	2,935	1,080	921	491	30,946	3,080
592	Liquor stores.....	75	11,702	352	136	118	57	9,118	240
594	Book, stationery stores.....	10	687	124	46	37	13	(D)	(D)
595	Sporting goods, bicycle stores.....	35	1,229	88	38	32	17	588	(D)
597	Jewelry stores.....	63	4,520	701	242	217	84	4,965	84
5992	Florists.....	56	1,936	277	130	95	47	1,579	176
5996	Camera, photographic supply stores....	8	509	45	13	13	7	221	13
SELECTED SERVICES									
7011, 7012	Hotels.....	29	2,268	793	385	362	28	2,213	(D)
783	Motion picture theaters.....	30	(D)	630	318	273	32	2,968	739

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²All 1954 group totals (i.e., SIC 2 digit) and 1958 group totals for SIC 53 and 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments.⁵Both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 4.—RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS—PERCENT CHANGE IN SALES, 1954 TO 1958
CENTRAL BUSINESS DISTRICT OF YOUNGSTOWN, THE ENTIRE CITY, AND YOUNGSTOWN STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent change ¹				
		Central business district	Entire city	City less its central business district	Entire standard metropolitan statistical area	Standard metro-politan statistical area less central business district
	RETAIL STORES					
	Retail stores, total ³	-5.6	9.1	17.8	16.6	21.9
52	Lumber, building materials, hardware, farm equipment dealers.....	-9.4	-5.9	-5.0	-4.9	-4.6
5251	Hardware stores.....	(D)	-6.6	(D)	12.0	(D)
52 ex. 5251	Other.....	(D)	-5.7	(D)	-8.6	(D)
53 part ³	General merchandise group stores ³	4.7	41.0	321.1	35.7	89.3
531	Department stores.....	(D)	(D)	(D)	43.4	(D)
533	Limited price variety stores.....	-27.7	(D)	(D)	17.6	44.6
539	Other general merchandise stores.....	(D)	(D)	(D)	1.9	(D)
54	Food stores.....	10.4	12.4	12.7	19.6	20.3
55 ex. 554	Automotive dealers.....	-68.0	-12.2	-6.0	10.0	15.1
554	Gasoline service stations.....	9.7	21.5	22.6	41.0	42.1
56	Apparel, accessory stores.....	-10.2	(D)	(D)	14.0	35.0
561, 567	Men's, boys' apparel stores, custom tailors ⁴	16.5	34.8	121.7	12.9	10.4
562, 563, 568	Women's clothing, specialty stores.....	2.4	(D)	(D)	24.3	49.5
562	Ready-to-wear stores ⁵	4.8	(D)	(D)	28.0	55.4
565	Family clothing stores ⁵	(D)	(D)	(D)	13.5	(D)
566	Shoe stores.....	(D)	-9.5	(D)	18.6	(D)
564, 569	Other apparel stores.....	...	-62.4	94.5	(D)	(D)
57	Furniture, home furnishings, equipment stores.....	-33.8	-20.4	-10.2	-7.2	2.8
5712	Furniture stores ⁴	-8.6	-30.0	-43.0	-4.3	-2.5
5713-15, 19	Other home furnishings stores ⁴	-18.6	66.6	82.9	67.5	77.8
572, 573	Household appliance, radio, TV, music stores.....	-60.9	-25.7	9.1	-20.8	-3.6
58	Eating, drinking places.....	-14.0	0.5	7.4	3.7	7.1
5812	Eating places.....	-6.0	2.3	6.6	8.7	11.8
5813	Drinking places.....	-23.4	-1.3	8.1	-1.2	2.7
591	Drug stores, proprietary stores.....	27.8	(D)	(D)	39.2	41.0
59 ex. 591	Other retail stores ⁶	-7.4	(D)	(D)	12.5	18.3
592	Liquor stores.....	(D)	32.0	(D)	28.3	(D)
594	Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	-13.2	47.4	(D)	109.0	(D)
597	Jewelry stores.....	(D)	-10.3	18.3	-9.0	-3.1
5992	Florists.....	(D)	25.2	(D)	22.6	(D)
5996	Camera, photographic supply stores.....	(D)	(D)	(D)	130.3	(D)
	SELECTED SERVICES					
7011, 7012	Hotels.....	-14.4	(D)	(D)	2.5	44.8
783	Motion picture theaters.....	-16.7	-29.0	-59.7	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent change, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56). This does not affect "hotels" or "motion picture theaters."²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.³1954 data limited to "employer" establishments in computing percent change.⁴In computing percent change, both 1954 and 1958 data limited to "employer" establishments.⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5.—RETAIL STORES: 1958 AND 1954 CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF YOUNGSTOWN AND OF YOUNGSTOWN STANDARD METROPOLITAN STATISTICAL AREA

SIC code	Kind of business	Percent of city sales in central business district ¹		Percent of standard metropolitan statistical area sales in central business district ¹	
		1958	1954	1958	1954
	RETAIL STORES				
	Retail stores, total ³	32.2	37.2	15.6	19.2
52	Lumber, building materials, hardware, farm equipment dealers...	18.2	19.4	6.6	6.9
5251	Hardware stores.....	45.5	(D)	12.3	(D)
52 ex. 5251	Other.....	12.8	(D)	4.8	(D)
53 part ³	General merchandise group stores ³	65.7	88.5	48.8	63.3
531	Department stores.....	(D)	(D)	(D)	(D)
533	Limited price variety stores.....	36.6	(D)	22.9	37.3
539	Other general merchandise stores.....	(D)	(D)	(D)	(D)
54	Food stores.....	13.5	13.8	5.9	6.4
55 ex. 554	Automotive dealers.....	3.6	10.0	1.5	5.1
554	Gasoline service stations.....	8.0	8.9	2.8	3.6
56	Apparel, accessory stores.....	67.3	(D)	36.5	46.4
561, 567	Men's, boys' apparel stores, custom tailors ⁴	71.3	82.6	43.4	42.1
562, 563, 568	Women's clothing, specialty stores.....	78.8	(D)	43.9	53.4
562	Ready-to-wear stores ⁵	(D)	(D)	44.2	54.1
565	Family clothing stores ⁵	(D)	(D)	(D)	46.1
566	Shoe stores.....	(D)	59.5	(D)	38.1
564, 569	Other apparel stores.....	...	80.7	...	60.8
57	Furniture, home furnishings, equipment stores.....	36.2	43.5	19.4	27.2
5712	Furniture stores ⁴	59.7	45.7	28.2	29.5
5713-15, 19	Other home furnishings stores ⁴	7.9	16.1	5.2	10.6
572, 573	Household appliance, radio, TV, music stores.....	26.1	49.7	14.7	29.9
58	Eating, drinking places.....	27.3	31.9	13.5	16.2
5812	Eating places.....	31.0	33.7	15.2	17.6
5813	Drinking places.....	23.3	30.4	11.5	14.9
591	Drug stores, proprietary stores.....	28.0	(D)	12.4	13.5
59 ex. 591	Other retail stores ⁶	40.3	(D)	18.8	22.8
592	Liquor stores.....	(D)	(D)	(D)	(D)
594	Book, stationery stores.....	(D)	(D)	(D)	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
597	Jewelry stores.....	88.1	90.9	55.8	58.5
5992	Florists.....	(D)	25.0	(D)	10.3
5996	Camera, photographic supply stores.....	(D)	...	(D)	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴1954 data limited to "employer" establishments in computing percent.⁵In computing percent, both 1954 and 1958 data limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 6.—RETAIL STORES: 1958 AND 1954—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF YOUNGSTOWN, THE ENTIRE CITY, AND YOUNGSTOWN STANDARD METROPOLITAN STATISTICAL AREA

(Percentages are based on total Retail Store Sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

SIC code	Kind of business	Central business district ¹		Entire city ¹		Standard metropolitan statistical area ¹	
		1958	1954	1958	1954	1958	1954
	RETAIL STORES						
	Retail stores, total ³	100.0	100.0	100.0	100.0	100.0	100.0
52	Lumber, building materials, hardware, farm equipment dealers.....	2.6	2.8	4.5	5.3	6.2	7.6
5251	Hardware stores.....	1.1	(D)	0.8	1.0	1.4	1.5
52 ex. 5251	Other.....	1.5	(D)	3.7	4.3	4.8	6.1
53 part ³	General merchandise group stores ³	48.3	43.6	23.7	18.3	15.4	13.2
531	Department stores.....	(D)	(D)	(D)	(D)	11.6	9.3
533	Limited price variety stores.....	4.0	5.2	3.5	(D)	2.7	2.7
539	Other general merchandise stores.....	(D)	(D)	(D)	0.5	1.1	1.2
54	Food stores.....	10.6	9.1	25.3	24.6	27.9	27.2
55 ex. 554	Automotive dealers.....	1.5	4.4	13.0	16.2	15.7	16.5
554	Gasoline service stations.....	1.4	1.2	5.1	5.0	7.8	6.5
56	Apparel, accessory stores.....	13.1	13.7	6.2	(D)	5.6	5.7
561, 567	Men's, boys' apparel stores, custom tailors ⁴	3.8	3.1	1.7	1.4	1.4	1.4
562, 563, 568	Women's clothing, specialty stores....	6.1	5.6	2.5	(D)	2.2	2.0
562	Ready-to-wear stores ⁵	5.7	5.1	(D)	(D)	2.0	1.8
565	Family clothing stores ⁵	(D)	1.6	(D)	(D)	0.6	0.7
566	Shoe stores.....	(D)	2.4	1.3	1.5	1.2	1.2
564, 569	Other apparel stores.....	...	1.0	0.2	0.5	(D)	0.3
57	Furniture, home furnishings, equipment stores.....	6.4	9.1	5.7	7.8	5.1	6.4
5712	Furniture stores ⁴	4.3	4.5	2.3	3.6	2.4	2.9
5713-15, 19	Other home furnishings stores ⁴	0.3	0.3	1.2	0.7	0.8	0.6
572, 573	Household appliance, radio, TV, music stores.....	1.8	4.3	2.2	3.2	1.9	2.8
58	Eating, drinking places.....	5.8	6.3	6.8	7.4	6.7	7.5
5812	Eating places.....	3.4	3.4	3.5	3.8	3.5	3.7
5813	Drinking places.....	2.4	2.9	3.3	3.6	3.2	3.8
591	Drug stores, proprietary stores.....	2.6	1.9	3.0	(D)	3.2	2.7
59 ex. 591	Other retail stores ⁶	7.7	7.9	6.2	(D)	6.4	3.7
592	Liquor stores.....	(D)	(D)	2.5	2.0	2.2	2.0
594	Book, stationery stores.....	(D)	(D)	0.2	(D)	0.1	(D)
595	Sporting goods, bicycle stores.....	(D)	(D)	1.0	0.1	0.2	0.1
597	Jewelry stores.....	3.0	3.2	1.1	1.3	0.8	1.1
5992	Florists.....	(D)	0.2	0.3	0.3	0.4	0.3
5996	Camera, photographic supply stores....	(D)	...	0.1	(D)	0.1	0.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. (Z) Less than 0.05 percent.

¹In computing percent, sales of leased departments are incorporated with main store sales in 1958. In 1954 each leased department was separately counted and separately classified in accordance with its own kind of business. The effect on comparability is greatest for general merchandise stores (SIC 53, pt.) and apparel, accessory stores (SIC 56).

²Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

³1954 data limited to "employer" establishments in computing percent.

⁴In computing percent, both 1954 and 1958 data limited to "employer" establishments.

⁵Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.--RETAIL STORES: 1958--MAJOR RETAIL CENTERS IN THE YOUNGSTOWN STANDARD METROPOLITAN STATISTICAL AREA

MRC No. 1.--Includes stores on Belmont Ave. from Fairgreen Ave. to Redondo Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	...
	Number.....	27	554	Gasoline service stations.....	6
	Sales.....(\$1,000)...	12,649	56	Apparel, accessory stores ²	2
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	12	562-3, 568	Women's clothing, specialty stores.....	1
	Sales.....(\$1,000)...	4,047	562	Ready-to-wear stores ⁵	1
52, 55 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	6	566	Shoe stores.....	...
	Sales.....(\$1,000)...	7,707	564, 569	Other apparel stores.....	...
52	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
	Number.....	9	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	895	5713-15, 19	Other home furnishings stores.....	...
5251 52 ex. 5251		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	27	58	Eating, drinking places.....	7
	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	3
53 part ³ 531 533 539	Hardware stores.....	2	5813	Drinking places.....	4
	Other.....	...	591	Drug stores, proprietary stores.....	2
	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	1
54	Department stores.....	1	592	Liquor stores.....	...
	Limited price variety stores.....	2	594	Book, stationery stores.....	...
	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	3	597	Jewelry stores.....	...
			5992	Florists.....	1
			5996	Camera, photographic supply stores.....	...

MRC No. 2.--Includes the planned center known as "Boardman Plaza" bounded by U.S. Hwy. 224, Boardman-Canfield Rd., State Hwy. 7, and Hitchcock Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
54, 58, 591	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	31	554	Gasoline service stations.....	1
	Sales.....(\$1,000)...	13,180	56	Apparel, accessory stores ²	10
53 part, ³ 56, 57	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Number.....	7	562-3, 568	Women's clothing, specialty stores.....	3
	Sales.....(\$1,000)...	7,479	562	Ready-to-wear stores ⁵	2
52, 55 59 ex. 591	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	17	566	Shoe stores.....	4
	Sales.....(\$1,000)...	5,016	564, 569	Other apparel stores.....	1
5251 52 ex. 5251	All other stores:		57	Furniture, home furnishings, equipment stores.....	3
	Number.....	7	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	685	5713-15, 19	Other home furnishings stores.....	1
53 part ³ 531 533 539		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	31	58	Eating, drinking places.....	...
	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	...
54	Hardware stores.....	1	5813	Drinking places.....	...
	Other.....	1	591	Drug stores, proprietary stores.....	1
	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	3
54	Department stores.....	1	592	Liquor stores.....	...
	Limited price variety stores.....	3	594	Book, stationery stores.....	1
	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
54	Food stores.....	6	597	Jewelry stores.....	...
			5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE YOUNGSTOWN STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 3.—Includes the planned center known as "Liberty Plaza", bounded by Laurel St., Belmont Ave. (Hwy. 90), and Goldie Rd.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	25	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	5,368	56	Apparel, accessory stores ²	11
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	3
	Number.....	6	562-3, 568	Women's clothing, specialty stores....	4
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵	2
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	16	566	Shoe stores.....	3
	Sales.....(\$1,000)...	2,512	564, 569	Other apparel stores.....	1
52, 55	All other stores:		57	Furniture, home furnishings, equipment stores.....	1
59 ex. 591	Number.....	3	5712	Furniture stores.....	...
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	25	58	Eating, drinking places.....	1
52	Lumber, building materials, hardware, farm equipment dealers.....	1	5812	Eating places.....	1
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	1	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	4	59 ex. 591	Other retail stores ⁶	1
533	Limited price variety stores.....	3	592	Liquor stores.....	...
539	Other general merchandise stores.....	1	594	Book, stationery stores.....	...
			595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	4	5996	Camera, photographic supply stores....	...

MRC No. 4.—Includes the planned center known as "Mahoning Plaza", bounded by Dunlap St., Mahoning Ave., and Meridian Ave.

SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	1
	Number.....	15	554	Gasoline service stations.....	...
	Sales.....(\$1,000)...	7,756	56	Apparel, accessory stores ²	4
54, 58, 591	Convenience goods stores:		561, 567	Men's, boys' apparel stores, custom tailors.....	1
	Number.....	4	562-3, 568	Women's clothing, specialty stores....	2
	Sales.....(\$1,000)...	(D)	562	Ready-to-wear stores ⁵	2
53 part, ³ 56, 57	Shopping goods stores: ³		565	Family clothing stores ⁵
	Number.....	8	566	Shoe stores.....	1
	Sales.....(\$1,000)...	2,562	564, 569	Other apparel stores.....	...
52, 55	All other stores:		57	Furniture, home furnishings, equipment stores.....	2
59 ex. 591	Number.....	3	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	(D)	5713-15, 19	Other home furnishings stores.....	...
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	1
	Retail stores, total ³	15	58	Eating, drinking places.....	...
52	Lumber, building materials, hardware, farm equipment dealers.....	...	5812	Eating places.....	...
5251	Hardware stores.....	...	5813	Drinking places.....	...
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	1
53 part ³	General merchandise group stores ^{2 3}	59 ex. 591	Other retail stores ⁶	2
531	Department stores.....	...	592	Liquor stores.....	...
533	Limited price variety stores.....	...	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	...
			5992	Florists.....	...
54	Food stores.....	...	5996	Camera, photographic supply stores....	1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 7.—RETAIL STORES: 1958—MAJOR RETAIL CENTERS IN THE YOUNGSTOWN STANDARD METROPOLITAN STATISTICAL AREA—Continued

MRC No. 5.--Includes stores on Market St. from Princeton Ave. to Southern Blvd.					
SIC code	Kind of business	Total	SIC code	Kind of business	Number of establishments
	Retail stores, total: ³		55 ex. 554	Automotive dealers.....	3
	Number.....	39			
	Sales.....(\$1,000)...	12,533	554	Gasoline service stations.....	...
54, 58, 591	Convenience goods stores:		56	Apparel, accessory stores ²	12
	Number.....	11	561, 567	Men's, boys' apparel stores, custom tailors.....	2
	Sales.....(\$1,000)...	1,889	562-3, 568	Women's clothing, specialty stores.....	4
53 part, ³	Shopping goods stores: ³		562	Ready-to-wear stores ⁵	3
56, 57	Number.....	20	565	Family clothing stores ⁵
	Sales.....(\$1,000)...	8,975	566	Shoe stores.....	3
			564, 569	Other apparel stores.....	3
52, 55	All other stores:		57	Furniture, home furnishings, equipment stores.....	5
59 ex. 591	Number.....	8	5712	Furniture stores.....	1
	Sales.....(\$1,000)...	1,669	5713-15, 19	Other home furnishings stores.....	1
		Number of establishments	572, 5732	Household appliance, radio, TV, music stores.....	3
	Retail stores, total ³	39	58	Eating, drinking places.....	7
52	Lumber, building materials, hardware, farm equipment dealers.....	2	5812	Eating places.....	5
5251	Hardware stores.....	2	5813	Drinking places.....	2
52 ex. 5251	Other.....	...	591	Drug stores, proprietary stores.....	2
53 part ³	General merchandise group stores ^{2 3}	3	59 ex. 591	Other retail stores ⁶	3
531	Department stores.....	1	592	Liquor stores.....	...
533	Limited price variety stores.....	2	594	Book, stationery stores.....	...
539	Other general merchandise stores.....	...	595	Sporting goods, bicycle stores.....	...
			597	Jewelry stores.....	3
54	Food stores.....	2	5992	Florists.....	...
			5996	Camera, photographic supply stores.....	...

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals for SIC 53 and 56 may include "nonemployer" establishments which could not be classified by detailed kinds of business.³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.⁴Limited to "employer" establishments.⁶Includes data for those kinds of business in SIC 59 (ex. 591) not covered in any of the lines below.

APPENDIX

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the “employer” universe, and those with no paid employment during 1958, i.e., the “nonemployer” universe. The method of obtaining census information for these two groups is described below.

Enumeration of “Employers.”—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those non-employer establishments which reported a sales volume of \$2,500 or more during 1958. Non-employer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials; and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).-- Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).-- Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).-- Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).-- Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).-- Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).-- Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).-- Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).-- Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).-- Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).-- Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC' 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

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CENTRAL BUSINESS DISTRICT STATISTICS

Summary Report

1958 Census of Business



U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

Richard M. Scammon, Director (From May 1, 1961)
Robert W. Burgess, Director (To March 3, 1961)

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PLANS FOR 1958 CENSUS OF BUSINESS VOLUMES

Volume I. RETAIL TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as sales-size of establishments, single units and multiunits, employment-size of establishments, and legal form of organization. This volume will incorporate the subject report series BC58-RS.

Volume II. RETAIL TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business, for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of retail establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-RA.

Volume III. WHOLESALE TRADE, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as size of wholesale establishments, receivables and bad debt losses, sales by class of customer, commodity line sales, legal form of organization, and petroleum bulk stations. This volume will incorporate the subject report series BC58-WS.

Volume IV. WHOLESALE TRADE, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics will be presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of wholesale establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-WA.

Volume V. SELECTED SERVICE TRADES, SUMMARY STATISTICS—A United States summary chapter and separate chapters, presenting statistics by kind of business and geographic areas, for such subjects as receipts-size of establishments, employment-size of establishments, legal form of organization, single units and multiunits, laundries and cleaning plants, motion pictures, and hotels and motels. This volume will incorporate the subject report series BC58-SS.

Volume VI. SELECTED SERVICE TRADES, AREA STATISTICS—A United States summary chapter and separate chapters for each State, the District of Columbia, Alaska, Guam, Hawaii, and the Virgin Islands. Statistics are presented by kind of business for counties, cities, and standard metropolitan statistical areas. The amount of kind-of-business detail will vary in accordance with the number of service establishments in the area. Data for selected towns and townships in New England, New Jersey, and Pennsylvania will also be included. This volume will incorporate the area report series BC58-SA.

SUGGESTED IDENTIFICATION

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PREFACE

AUTHORITY AND SCOPE

The 1958 Census of Business along with the 1958 Censuses of Manufactures and Mineral Industries was required by law under 13 U.S.C., sections 131 and 224. These censuses covered businesses operated in the continental United States, Alaska, Hawaii, Guam, and the Virgin Islands. A separate Census of Business and Manufactures for 1958 was also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1958 Census of Business covered retail trade, wholesale trade, selected services, and public warehousing. The Central Business District Reports provide findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and the cities and standard metropolitan statistical areas in which the districts are located.

AREAS COVERED

In addition to this Summary Report there are 97 reports in the Central Business District Series each of which covers a separate standard metropolitan statistical area and includes data for the central business district (or central business districts) in the specified standard metropolitan statistical area, as well as for each Census-delineated major retail center (MRC) located in the same standard metropolitan statistical area (SMSA). The number of MRC's for which data are shown in a single SMSA varies from none to 43. The entire series of reports provides data for 109 CBD's and 472 MRC's.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census prior to the 1954 Census of Business to arrange for the delineation of such districts before a program to tabulate Census data for them could be implemented. The delineation of central business districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the central business district (CBD) program. In their work on the CBD's the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc. Central business districts have been delineated only in those cities of 100,000 or more inhabitants (according to the 1950 Census of Population or a subsequent special census prior to 1959) in which there was a local Census Tract Committee recommendation for such an area in response to an inquiry from the Census Bureau.

The objective of the CBD program was stated, as follows, in a letter from the Director of the Census Bureau to the Census Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow

existing tract lines, i.e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the Census of Business might conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established central business district or similar area which substantially corresponded to the Census Bureau's requirements for central business districts, such areas were accepted for use in the Bureau's CBD program.

Data for a total of 95 CBD's were provided in the 1954 Census of Business. Since that time, central business districts have been delineated for 14 additional cities, bringing the total to 109 CBD's located in 97 standard metropolitan statistical areas. A number of cities have made minor changes in the boundaries of their CBD's due mainly to revisions in tract boundaries. In only one city, Minneapolis, has a previously defined CBD been significantly changed.

DELINEATION OF THE MAJOR RETAIL CENTERS (MRC's)

Major retail centers have been delineated by the Bureau of the Census, and data from them have been tabulated, as part of the 1958 Census of Business program. The major retail centers (MRC's) were defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas in which the CBD cities are located but outside of the CBD's themselves) which include a major general merchandise store—usually a department store. MRC's were not delineated if the publication of data for them would result in violation of Census rules prohibiting disclosure of information for individual firms.

MRC's include not only the planned suburban shopping center but also the older string street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved include all of the center.

In those cities within the standard metropolitan statistical areas (SMSA's) covered by this series of reports which were not of sufficient size to qualify for the delineation of a central business district, no MRC's were delineated unless at least two such centers could be defined. In these cities there may be some relatively large centers for which no data are presented.

For explanation of procedures and definitions, see Appendix.

STANDARD METROPOLITAN STATISTICAL AREAS FOR WHICH
CENTRAL BUSINESS DISTRICT DATA ARE AVAILABLE

Area definitions by Federal Committee on Standard Metropolitan Statistical Areas
under the direction of U.S. Bureau of the Census

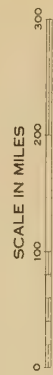
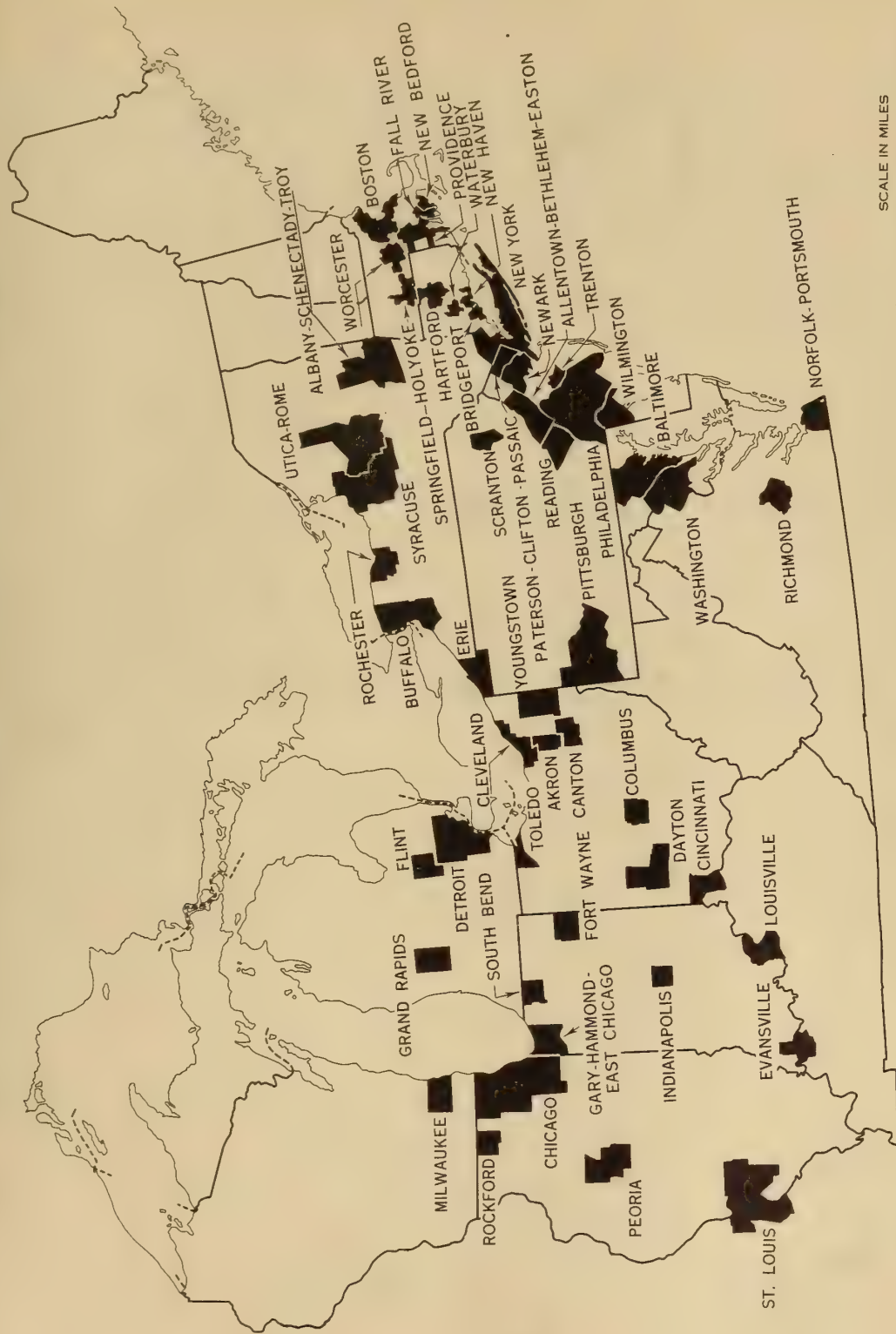
U.S. DEPARTMENT OF COMMERCE
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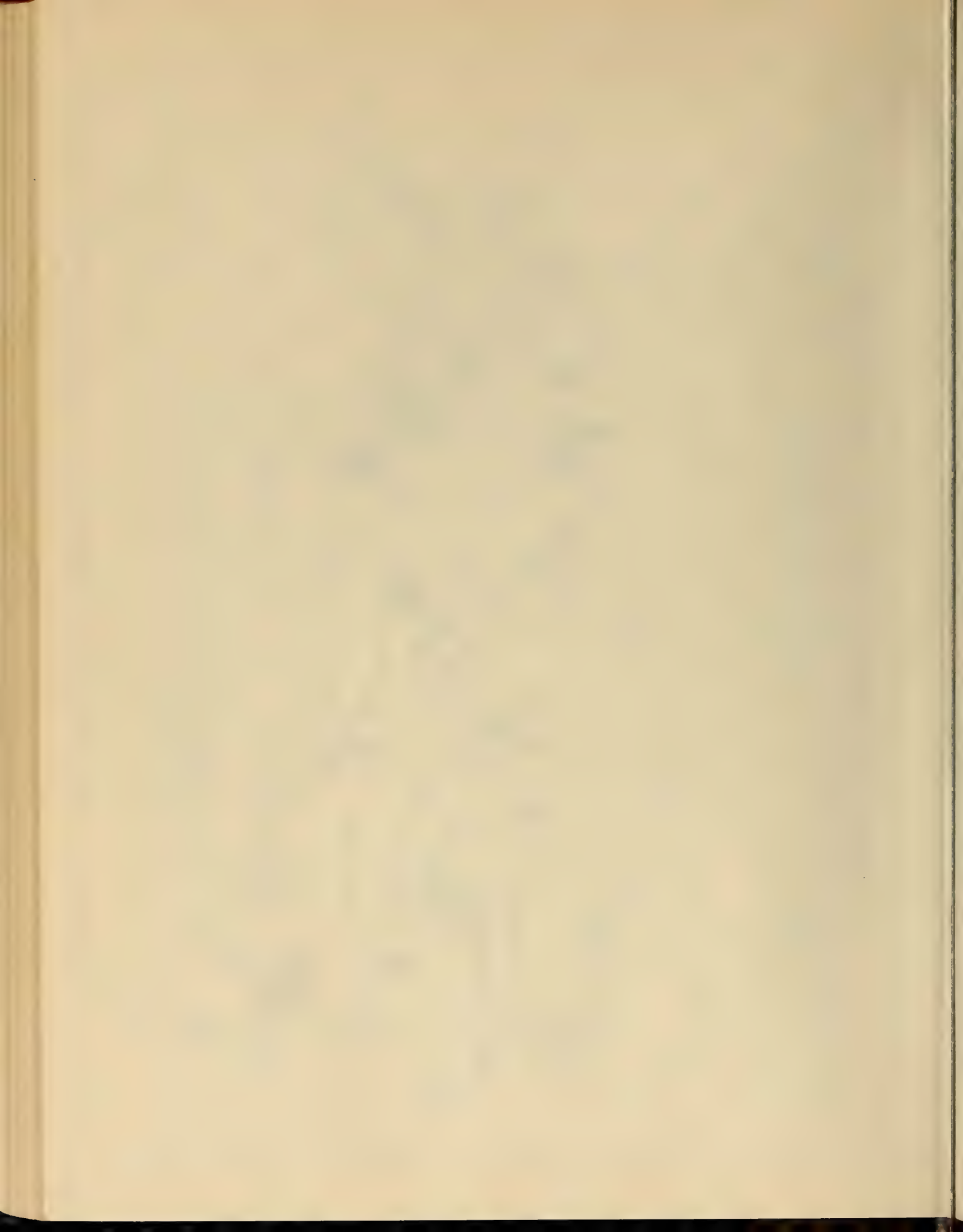
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STANDARD METROPOLITAN STATISTICAL AREAS IN THE NORTHEASTERN PART OF THE UNITED STATES FOR WHICH CENTRAL BUSINESS DISTRICT DATA ARE AVAILABLE



Area definitions by Federal Committee on Standard Metropolitan Statistical Areas under the direction of U.S. Bureau of the Budget.



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CENTRAL BUSINESS DISTRICT STATISTICS

Table 1.—RETAIL STORES: 1958—SELECTED STANDARD METROPOLITAN STATISTICAL AREAS, CITIES, AND CENTRAL BUSINESS DISTRICTS—RANKED BY SALES OF STANDARD METROPOLITAN STATISTICAL AREAS
[Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators)]

Standard metropolitan statistical area and city	Standard metropolitan statistical area			Entire city		Central business district		Percent of SMSA establishments in CBD	Percent of SMSA sales in CBD	Percent of city establishments in CBD	Percent of city sales in CBD
	Sales rank ¹	Estab-lish-ments (number)	Sales (\$1,000)	Estab-lish-ments (number)	Sales (\$1,000)	Estab-lish-ments (number)	Sales (\$1,000)				
Akron, Ohio	47	3,870	597,553	2,590	411,726	381	117,076	9.8	19.6	14.7	28.4
Albany-Schenectady-Troy, N.Y.	34	7,074	771,008	1,732	229,567	473	75,450	6.7	9.8	27.3	32.9
Allentown-Bethlehem-Easton, Pa.-N.J. ²	54	5,340	536,755	1,301	197,077	277	75,511	5.2	14.1	21.3	38.3
Atlanta, Ga.	24	7,235	1,129,738	4,311	784,028	777	298,051	10.7	26.4	18.0	38.0
Austin, Tex.	92	1,695	215,128	1,563	210,867	358	82,345	21.1	38.3	22.9	39.1
Baltimore, Md.	13	14,821	1,853,657	10,825	1,309,791	783	215,352	5.3	11.6	7.2	16.4
Baton Rouge, La.	86	1,697	272,082	1,436	253,017	187	53,361	11.0	19.6	13.0	21.1
Birmingham, Ala.	42	4,840	645,273	3,162	499,948	583	173,072	12.0	26.8	18.4	34.6
Boston, Mass.	7	23,299	3,245,499	8,555	1,240,975	1,486	403,383	6.4	12.4	17.4	32.5
Bridgeport, Conn.	67	3,227	379,988	2,047	240,508	548	96,220	17.0	25.3	26.8	40.0
Buffalo, N.Y.	16	12,831	1,494,140	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Buffalo, N.Y.	(X)	(X)	(X)	6,807	778,326	1,305	196,887	10.2	13.2	19.2	25.3
Niagara Falls, N.Y.	(X)	(X)	(X)	1,216	136,356	181	23,215	1.4	1.6	14.9	17.0
Canton, Ohio	68	3,128	371,645	1,363	189,184	371	71,628	11.9	19.3	27.2	37.9
Charlotte, N.C.	76	2,371	330,029	1,845	284,130	418	132,030	17.6	40.0	22.7	46.5
Chattanooga,Tenn.-Ga.	78	2,568	324,417	1,681	262,093	230	66,650	9.0	20.5	13.7	25.4
Chicago, Ill.	3	52,324	7,617,306	34,069	4,775,364	2,020	698,344	3.9	9.2	5.9	14.6
Cincinnati, Ohio-Ky.	23	9,415	1,226,567	5,604	78,977	854	252,785	9.1	20.6	15.2	32.2
Cleveland, Ohio.	11	15,140	2,209,230	10,429	1,382,815	962	360,207	6.4	16.3	9.2	26.0
Columbus, Ohio	32	5,087	835,850	4,282	719,096	674	218,222	13.2	26.1	15.7	30.3
Corpus Christi, Tex.	88	2,010	251,316	1,571	223,640	205	67,424	10.2	26.8	13.0	30.1
Dallas, Tex.	18	9,134	1,382,191	6,072	1,056,486	473	158,264	5.2	11.5	7.8	15.0
Dayton, Ohio	35	4,929	755,302	2,704	471,089	432	161,420	8.8	21.4	16.0	34.3
Denver, Colo.	25	6,912	1,125,056	4,464	780,107	745	183,240	10.8	16.3	16.7	23.5
Des Moines, Iowa	69	2,469	366,168	2,169	333,311	491	144,268	19.9	39.4	22.6	43.3
Detroit, Mich.	5	28,951	4,350,726	16,072	2,220,704	1,097	331,039	3.8	7.6	6.8	14.9
El Paso, Tex.	79	2,065	319,799	1,828	300,969	409	106,761	19.8	33.4	22.4	35.5
Erie, Pa.	85	2,473	272,598	1,551	194,031	283	62,758	11.4	23.0	18.2	32.3
Evansville, Ind.-Ky.	91	1,927	230,088	1,421	(D)	322	77,654	16.6	33.7	22.7	(D)
Fall River, Mass.-R.I.	97	1,552	143,271	1,231	119,767	239	36,124	15.4	25.2	19.4	30.2
Flint, Mich.	64	2,915	416,196	1,964	314,174	464	103,647	15.9	24.9	23.6	33.0
Fort Wayne, Ind.	83	1,680	284,894	1,350	245,253	382	95,548	22.7	33.5	28.3	39.0
Fort Worth, Tex.	39	4,846	702,910	3,566	561,766	403	140,217	8.3	19.9	11.3	25.0
Fresno, Calif.	57	3,773	479,268	2,071	314,999	390	95,786	10.3	20.0	18.8	30.4
Gary-Hammond-East Chicago, Ind.	45	4,450	619,283	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Gary, Ind.	(X)	(X)	(X)	1,497	208,981	277	68,620	6.2	11.1	18.5	32.8
Hammond, Ind.	(X)	(X)	(X)	820	157,525	185	57,762	4.2	9.3	22.6	36.7
Grand Rapids, Mich.	63	3,073	422,778	2,150	313,417	307	91,336	10.0	21.6	14.3	29.1
Hartford, Conn.	38	4,684	714,016	2,233	342,239	390	136,562	8.3	19.1	17.5	39.9
Honolulu, Hawaii	65	3,230	415,471	2,642	346,094	480	64,059	14.9	15.4	18.2	18.5
Houston, Tex.	15	10,636	1,518,391	8,598	1,275,711	1,197	356,689	11.3	23.5	13.9	28.0
Indianapolis, Ind.	30	5,432	903,972	4,847	828,388	892	271,499	16.4	30.0	18.4	32.8
Jacksonville, Fla.	56	3,630	509,265	2,729	413,798	359	90,157	9.9	17.7	13.2	21.8
Kansas City, Mo.-Kans.	22	7,989	1,252,639	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Kansas City, Kans.	(X)	(X)	(X)	1,263	149,785	173	51,879	2.2	4.1	13.7	34.6
Kansas City, Mo.	(X)	(X)	(X)	4,175	746,503	531	161,510	6.6	12.9	12.7	21.6
Knoxville, Tenn.	74	2,900	347,540	1,465	230,375	292	75,892	10.1	21.8	19.9	32.9
Little Rock-North Little Rock, Ark. ²	84	2,471	273,485	1,488	191,086	310	94,454	12.5	34.5	20.8	49.4
Los Angeles-Long Beach, Calif.	2	54,044	8,772,306	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Glendale, Calif.	(X)	(X)	(X)	1,184	214,841	495	99,619	0.9	1.1	41.8	46.4
Long Beach, Calif.	(X)	(X)	(X)	2,921	511,562	598	120,519	1.1	1.4	20.5	23.6
Los Angeles, Calif.	(X)	(X)	(X)	24,149	3,725,651	1,460	365,345	2.7	4.2	6.0	9.8
Pasadena, Calif.	(X)	(X)	(X)	1,263	274,024	390	107,175	0.7	1.2	30.9	39.1
Louisville, Ky.-Ind.	33	6,097	802,380	4,311	562,555	979	213,099	16.1	26.6	22.7	37.9
Memphis, Tenn.	43	4,707	643,339	4,213	602,087	392	108,763	8.3	16.9	9.3	18.1
Miami, Fla.	21	9,329	1,342,490	5,019	733,440	545	114,340	5.8	8.5	10.9	15.6
Milwaukee, Wis.	17	11,057	1,392,615	8,162	1,042,218	648	161,546	5.9	11.6	7.9	15.5
Minneapolis-St. Paul, Minn.	14	10,855	1,729,410	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Minneapolis, Minn.	(X)	(X)	(X)	4,779	800,631	982	283,967	9.0	16.4	20.5	35.5
St. Paul, Minn.	(X)	(X)	(X)	2,677	437,427	459	116,904	4.2	6.8	17.1	26.7
Mobile, Ala.	80	2,057	293,259	1,327	233,420	225	72,455	10.9	24.7	17.0	31.0
Montgomery, Ala.	95	1,133	166,651	1,000	161,442	341	87,378	30.1	52.4	34.1	54.1
Nashville, Tenn.	58	3,142	467,318	2,022	345,549	471	135,319	15.0	29.0	23.3	39.2
New Bedford, Mass.	96	1,659	144,319	1,318	122,330	221	35,929	13.3	24.9	16.8	29.4
New Haven, Conn.	66	3,503	395,269	2,242	240,463	532	86,202	15.2	21.8	23.7	35.8
New Orleans, La.	28	7,120	920,173	5,688	749,300	919	261,229	12.9	28.4	16.2	34.9
New York, N.Y.	1	109,143	13,217,962	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Brooklyn, N.Y.	(X)	(X)	(X)	26,802	2,427,368	725	278,666	0.7	2.1	2.7	11.5
New York, N.Y. (Manhattan)	(X)	(X)	(X)	29,267	4,205,716	10,749	2,409,359	9.8	18.2	36.7	57.3
Yonkers, N.Y.	(X)	(X)	(X)	1,710	231,189	363	40,870	0.3	0.3	21.2	17.7
Newark, N.J.	12	17,271	2,151,412	5,748	645,484	1,029	269,863	6.0	12.5	17.9	41.8
Norfolk-Portsmouth, Va. ²	49	3,934	556,795	2,270	358,611	581	92,274	14.8	16.6	25.6	25.7
Oklahoma City, Okla.	48	4,474	564,861	3,476	463,548	346	93,825	7.7	16.6	10.0	20.2
Omaha, Neb.-Iowa	53	3,539	542,199	2,576	434,612	470	121,502	13.3	22.4	18.2	28.0
Paterson-Clifton-Passaic, N.J. ²	19	11,583	1,379,885	2,055	207,337	577	85,357	5.0	6.2	28.1	41.2
Peoria, Ill.	75	2,583	336,847	1,237	192,998	253	66,738	9.8	19.8	20.5	34.6

Standard Notes: . . . Represents zero.

(D) Withheld to avoid disclosure.

(NA) Not available.

(X) Not applicable.

¹This ranking includes only the standard metropolitan statistical areas for which central business district statistics are presented.²City and central business district data are limited to the city underscored.

SUMMARY REPORT

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Table 1.—RETAIL STORES: 1958—SELECTED STANDARD METROPOLITAN STATISTICAL AREAS, CITIES, AND CENTRAL BUSINESS DISTRICTS—RANKED BY SALES OF STANDARD METROPOLITAN STATISTICAL AREAS—Con.

[Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators)]

Standard metropolitan statistical area and city	Standard metropolitan statistical area		Entire city		Central business district		Percent of SMSA establishments in CBD	Percent of SMSA sales in CBD	Percent of city establishments in CBD	Percent of city sales in CBD
	Sales rank ¹	Establishments (number)	Sales (\$1,000)	Establishments (number)	Sales (\$1,000)	Establishments (number)				
Philadelphia, Pa.-N.J.	4	41,667	4,662,559	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Camden, N.J.	(X)	(X)	(X)	1,625	179,161	477	52,991	1.1	1.1	29.6
Philadelphia, Pa.	(X)	(X)	(X)	22,934	2,305,467	2,623	605,399	6.3	13.0	26.3
Phoenix, Ariz.	37	5,155	721,037	3,165	479,618	410	132,936	8.0	18.4	27.7
Pittsburgh, Pa.	8	20,975	2,589,695	6,255	966,534	701	330,123	3.3	12.7	34.2
Portland, Oreg.-Wash.	27	7,267	993,116	4,480	681,090	688	171,824	9.5	17.3	25.2
Providence, R.I.-Mass.	31	8,783	876,369	2,996	340,862	505	109,678	5.7	12.5	32.2
Reading, Pa.	82	3,026	289,048	1,475	151,680	441	71,345	14.6	24.7	47.0
Richmond, Va.	55	3,311	510,333	2,762	435,955	663	141,723	20.0	27.8	32.5
Rochester, N.Y.	40	4,754	693,858	3,770	540,154	697	193,453	14.7	27.9	35.8
Rockford, Ill.	90	1,706	248,127	1,263	202,332	243	58,068	14.2	23.4	28.7
Sacramento, Calif.	46	3,670	610,584	2,073	351,438	666	159,673	18.1	26.2	43.4
St. Louis, Mo.-Ill.	10	18,334	2,331,275	9,363	1,138,363	588	234,812	3.2	10.1	20.6
Salt Lake City, Utah	60	2,723	451,249	2,020	368,283	428	103,137	15.7	22.9	28.0
San Antonio, Tex.	41	5,369	667,623	4,944	634,231	744	176,530	13.9	26.4	27.8
San Diego, Calif.	26	7,067	1,112,283	4,074	708,921	538	120,044	7.6	10.8	16.9
San Francisco-Oakland, Calif.	6	24,534	3,491,706	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Berkeley, Calif.	(X)	(X)	(X)	1,024	151,399	246	45,043	1.0	1.3	29.8
Oakland, Calif.	(X)	(X)	(X)	4,019	581,258	746	186,052	3.0	5.3	32.0
San Francisco, Calif.	(X)	(X)	(X)	8,729	1,228,721	2,193	455,281	8.9	13.0	37.1
San Jose, Calif.	36	4,453	724,488	1,913	(D)	550	109,156	12.4	15.1	28.8
Savannah, Ga.	94	1,559	187,716	1,320	(D)	312	60,865	20.0	32.4	23.6
Scranton, Pa.	89	3,208	251,169	1,597	158,615	343	65,721	10.7	26.2	41.4
Seattle, Wash.	20	9,543	1,377,762	5,650	898,750	866	223,109	9.1	16.2	24.8
Shreveport, La.	81	2,297	290,822	1,551	230,685	315	84,870	13.7	29.2	36.8
South Bend, Ind.	87	2,006	269,227	1,326	198,344	297	95,424	14.8	35.4	48.1
Spokane, Wash.	73	2,311	350,867	1,863	300,782	554	137,710	24.0	39.2	45.8
Springfield-Holyoke, Mass. ²	51	4,481	546,678	1,755	247,649	344	68,451	7.7	12.5	27.7
Syracuse, N.Y.	44	5,142	642,805	2,190	347,108	553	132,443	10.8	20.6	38.2
Tecoma, Wash.	77	2,592	328,684	1,548	224,798	397	80,581	15.3	24.5	35.8
Tampa-St. Petersburg, Fla. ²	29	6,996	905,044	2,917	384,660	231	71,488	3.3	7.9	18.6
Toledo, Ohio	50	4,062	550,140	3,251	431,844	480	121,213	11.8	22.0	28.1
Trenton, N.J.	72	3,102	350,888	2,301	212,113	486	76,481	15.7	21.8	36.1
Tulsa, Okla.	59	3,562	464,421	2,461	386,118	441	96,085	12.4	20.7	24.9
Utica-Rome, N.Y. ²	71	3,592	353,606	1,247	140,210	476	76,736	13.3	21.7	38.2
Washington, D.C.-Md.-Va.	9	11,042	2,454,186	6,061	1,277,862	1,373	395,903	12.4	16.1	31.0
Waterbury, Conn.	93	1,913	199,017	1,324	140,814	476	66,093	24.9	33.2	46.9
Wichita, Kans.	62	2,958	423,877	2,564	387,380	471	105,289	15.9	24.8	27.2
Wilmington, Del.-N.J.	61	3,377	448,651	1,742	237,127	547	87,277	16.2	19.5	31.4
Worcester, Mass.	70	2,863	357,374	1,881	265,543	491	92,563	17.1	25.9	34.9
Youngstown, Ohio	52	4,475	542,541	1,852	262,373	375	84,413	8.4	15.6	32.2

Standard Notes: . . .Represents zero. (D) Withheld to avoid disclosure. (NA) Not available. (X) Not applicable.

¹This ranking includes only the standard metropolitan statistical areas for which central business district statistics are presented.²City and central business district data are limited to the city underscored.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2.—RETAIL STORES: 1958—PERCENT CHANGE IN SALES OF CENTRAL BUSINESS DISTRICTS, CITIES, AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS FROM 1954 AND 1948; AND PERCENT CHANGE IN POPULATION, 1950 TO 1960, OF CITIES AND STANDARD METROPOLITAN STATISTICAL AREAS

Standard metropolitan statistical area and city	Population, 1960			Percent change in population 1950 to 1960		Standard metropolitan statistical area			Entire city			Central business district		
	Rank ¹ of SMSA	Number of persons in SMSA	Number of persons in city			Sales, 1958 (\$1,000)	Percent change in sales		Sales, 1958 (\$1,000)	Percent change in sales		Sales, 1958 (\$1,000)	Percent change in sales	
				SMSA	City		1954 to 1958	1948 to 1958		1954 to 1958	1948 to 1958		1954 to 1958	1948 to 1958
Akron, Ohio	47	513,569	290,351	25.3	5.7	597,553	16.4	54.0	411,726	7.7	32.8	117,076	-1.6	10.2
Albany-Schenectady-Troy, N.Y. ²	37	657,503	129,726	11.6	-3.9	771,008	14.8	(NA)	229,567	7.6	29.7	75,450	-0.8	5.4
Allentown-Bethlehem-Easton, Pa.-N.J. ²	52	492,168	108,347	12.4	1.5	536,755	17.4	37.8	197,077	22.9	43.5	75,511	17.6	27.9
Atlanta, Ga.	24	1,017,188	487,455	39.9	47.1	1,129,738	21.4	(NA)	784,028	18.2	70.4	298,051	13.2	17.3
Austin, Tex.	90	212,136	186,545	31.8	40.8	215,128	18.5	56.6	210,867	17.7	58.2	82,345	18.5	5.1
Baltimore, Md.	12	1,727,023	939,024	22.9	-1.1	1,853,657	20.2	(NA)	1,309,791	12.6	(D)	215,352	-7.9	-9.6
Baton Rouge, La.	88	230,058	152,419	45.4	21.3	272,082	40.8	(NA)	253,017	(D)	(NA)	53,361	14.9	(NA)
Birmingham, Ala.	39	634,864	340,887	13.6	4.6	645,273	23.2	49.0	499,948	20.4	49.6	173,072	7.5	9.6
Boston, Mass.	7	2,589,301	697,197	7.4	-13.0	3,245,499	15.1	(NA)	1,240,975	6.7	23.1	403,383	-3.8	-4.6
Bridgeport, Conn.	68	334,576	156,748	22.2	-1.2	379,988	16.3	(NA)	240,508	9.2	(NA)	96,220	-4.2	(NA)
Buffalo, N.Y.	15	1,306,957	(X)	20.0	(X)	1,494,140	14.0	49.9	(X)	(X)	(X)	(X)	(X)	(X)
Buffalo, N.Y.	(X)	(X)	532,759	(X)	-8.2	(X)	(X)	(X)	778,326	2.7	20.8	196,887	-4.5	-2.3
Niagara Falls, N.Y.	(X)	(X)	102,394	(X)	12.7	(X)	(X)	(X)	136,365	6.9	(NA)	23,215	-8.7	(NA)
Canton, Ohio	67	340,345	113,631	20.2	-2.8	371,645	13.1	(NA)	189,184	9.8	(NA)	71,628	-0.5	(NA)
Charlotte, N.C.	80	272,111	201,564	38.1	50.4	330,029	31.3	85.7	284,130	22.5	73.7	132,030	7.8	28.9
Chattanooga, Tenn.-Ga.	76	283,169	130,009	14.9	-0.8	324,417	2.2	66.1	262,093	20.0	59.2	66,650	0.2	18.6
Chicago, Ill.	3	6,220,913	3,550,404	20.1	-1.9	7,617,306	17.0	(NA)	4,775,364	7.4	25.7	698,344	-1.2	-7.3
Cincinnati, Ohio-Ky.	21	1,071,624	502,590	18.5	-0.3	1,226,567	9.4	43.6	784,977	4.0	30.1	252,785	-4.4	2.9
Cleveland, Ohio.	11	1,796,595	876,050	22.6	-4.2	2,209,230	14.9	50.7	1,382,815	3.9	22.2	360,207	-3.3	0.7
Columbus, Ohio	35	682,962	471,316	35.7	25.4	835,850	18.3	69.7	719,096	17.1	60.9	218,222	9.4	18.8
Corpus Christi, Tex.	89	221,573	167,690	33.9	54.9	251,316	13.6	78.6	223,640	15.2	82.3	67,424	2.1	21.4
Dallas, Tex.	20	1,083,601	679,684	45.7	56.4	1,382,191	21.4	(NA)	1,056,486	18.1	84.7	158,264	-4.5	-6.7
Dayton, Ohio	33	694,623	262,332	33.9	7.6	755,302	13.0	(NA)	471,089	3.9	41.1	161,420	-1.2	3.1
Denver, Colo.	26	929,383	493,887	51.8	18.8	1,125,056	24.5	(NA)	780,107	18.4	65.1	183,240	2.0	3.2
Des Moines, Iowa	82	266,315	208,982	17.8	17.4	366,168	20.3	42.7	333,311	19.7	39.3	144,268	-2.1	-1.9
Detroit, Mich.	5	3,762,360	1,670,144	24.7	-9.7	4,350,726	4.3	47.6	2,220,704	-10.2	9.2	331,039	-16.6	-27.4
El Paso, Tex.	73	314,070	276,687	61.1	112.0	319,799	32.4	102.0	300,969	36.2	113.1	106,761	13.7	39.8
Erie, Pa.	83	250,682	138,440	14.3	5.8	272,598	12.8	32.4	194,031	7.9	25.8	62,758	-10.1	-10.6
Evansville, Ind.-Ky.	92	199,313	141,543	4.3	10.0	230,088	9.4	(NA)	(D)	(D)	(D)	77,654	-0.2	5.6
Fall River, Mass.-R.I.	97	138,156	99,942	0.6	-10.7	143,271	6.8	27.5	119,767	5.2	18.6	36,124	3.0	-0.4
Flint, Mich.	61	374,313	196,940	38.1	20.7	416,196	1.2	73.0	314,174	-3.4	64.6	103,647	-23.1	2.0
Fort Wayne, Ind.	87	232,196	161,776	26.4	21.1	284,894	22.6	52.5	245,253	20.1	48.3	95,548	-8.2	-3.2
Fort Worth, Tex.	44	573,215	356,268	46.0	27.8	702,910	25.9	(NA)	561,766	17.7	74.0	140,217	-0.5	11.4
Fresno, Calif.	64	365,945	133,929	32.3	46.1	479,268	31.3	69.6	314,999	29.5	72.0	95,786	14.4	21.2
Gary-Hammond-East Chicago, Ind.	43	573,548	(X)	40.5	(X)	619,283	23.2	(NA)	(X)	(X)	(X)	(X)	(X)	(X)
Gary, Ind.	(X)	(X)	178,320	(X)	33.2	(X)	(X)	(X)	208,981	15.1	51.4	68,620	-3.3	0.9
Hammond, Ind.	(X)	(X)	111,698	(X)	27.5	(X)	(X)	(X)	157,525	20.0	(NA)	57,762	7.9	(NA)
Grand Rapids, Mich.	65	363,187	177,313	26.0	0.5	422,778	10.0	49.4	313,417	1.7	36.7	91,336	-1.9	1.4
Hartford, Conn.	46	525,207	162,178	29.2	-8.6	714,016	24.5	(NA)	342,239	9.0	(NA)	136,562	3.4	(NA)
Honolulu, Hawaii	51	500,409	294,194	41.8	18.6	415,471	28.3	50.8	346,094	26.1	44.0	64,059	0.5	-4.6
Houston, Tex.	16	1,243,158	938,219	54.1	57.4	1,518,391	27.1	88.9	1,275,711	23.2	86.8	356,689	-4.0	3.5
Indianapolis, Ind.	32	697,567	476,258	26.4	11.5	903,972	14.0	52.6	828,388	13.1	49.7	271,499	-2.2	2.4
Jacksonville, Fla.	56	455,411	201,030	49.8	-1.7	509,265	21.2	90.5	413,798	16.1	70.1	90,157	2.6	12.8
Kansas City, Mo.-Kans.	22	1,039,493	(X)	27.6	...	1,252,639	12.0	51.5
Kansas City, Kans.	(X)	(X)	121,901	(X)	-5.9	(X)	(X)	(X)	149,785	1.1	39.5	51,879	3.4	33.5
Kansas City, Mo.	(X)	(X)	475,539	(X)	4.1	(X)	(X)	(X)	746,503	5.2	26.5	161,510	-10.0	-8.0
Knoxville, Tenn.	62	368,080	111,827	9.2	-10.4	347,540	4.2	(NA)	230,375	5.6	(NA)	75,892	2.0	(NA)
Little Rock-North Little Rock, Ark. ²	84	242,980	107,813	23.5	5.5	273,485	26.0	58.2	191,086	18.6	49.6	94,454	6.2	13.2
Los Angeles-Long Beach, Calif.	2	6,742,696	(X)	54.4	(X)	8,772,306	27.1	91.2	(X)	(X)	(X)	(X)	(X)	(X)
Glendale, Calif.	(X)	(X)	119,442	(X)	24.8	(X)	(X)	(X)	214,841	11.6	(NA)	99,619	9.6	(NA)
Long Beach, Calif.	(X)	(X)	344,168	(X)	37.2	(X)	(X)	(X)	511,562	7.6	68.1	120,519	1.5	29.0
Los Angeles, Calif.	(X)	(X)	2,479,015	(X)	25.8	(X)	(X)	(X)	3,725,651	27.7	64.0	365,345	-5.3	-19.0
Pasadena, Calif.	(X)	(X)	116,407	(X)	11.3	(X)	(X)	(X)	274,024	15.2	46.4	107,175	6.7	9.5
Louisville, Ky.-Ind.	31	725,139	390,639	25.7	5.8	802,380	13.4	59.6	562,555	3.5	41.6	213,099	-4.2	9.9
Memphis, Tenn.	40	627,019	497,524	30.0	25.6	643,339	15.3	(D)	602,087	14.3	(D)	108,763	12.2	-19.4
Miami, Fla.	25	935,047	291,688	88.9	17.0	1,342,490	40.5	134.0	733,440	20.9	91.4	114,340	-8.4	2.4
Milwaukee, Wis.	17	1,194,290	741,324	24.8	16.3	1,392,615	14.4	(NA)	1,042,218	11.9	34.9	161,546	-15.5	-16.4
Minneapolis-St. Paul, Minn.	14	1,482,030	(X)	28.8	(X)	1,729,410	19.2	(NA)	(X)	(X)	(X)	(X)	(X)	(X)
Minneapolis, Minn.	(X)	(X)	482,872	(X)	-7.4	(X)	(X)	(X)	800,631	6.5	(D)	283,967	-0.6	23.4
St. Paul, Minn.	(X)	(X)	313,411	(X)	0.7	(X)	(X)	(X)	437,427	9.1	(D)	116,904	1.5	-4.1
Mobile, Ala.	72	314,301	202,779	36.0	57.2	293,259	25.7	74.2	233,420	28.7	70.6	72,455	5.5	27.0
Montgomery, Ala.	95	169,210	134,393	21.8	26.2	166,651	10.8	54.9	161,442	10.1	57.6	87,378	-0.2	23.0
Nashville, Tenn.	59	399,743	170,874	24.2	-2.0	467,318	29.1	71.7	345,549	15.1	47.6	135,319	15.7	10.2
New Bedford, Mass.	96	143,176	102,477	0.8	-6.1	144,319	2.2	(NA)	122,330	1.8	16.9	35,929	-0.7	-2.3
New Haven, Conn.	74	311,681	152,048	15.6	-7.5	395,269	15.3	(NA)	240,463	-0.6	18.8	86,202	11.9	20.3
New Orleans, La.	27	868,480	627,525	26.7	10.0	920,173	25.3	68.7	749,300	17.6	49.9	261,229	1.5	14.3
New York, N.Y.	1	10,694,633	(X)	11.9	(X)	13,217,962	15.6	(NA)	(X)	(X)	(X)	(X)	(X)	(X)
Brooklyn, N.Y.	(X)	(X)	2,627,319	(X)	-4.0	(X)	(X)	(X)	2,427,368	11.8	22.7	278,666	8.5	-1.0
New York, N.Y. (Manhattan)	(X)	(X)	1,698,281	(X)	-13.4	(X)	(X)	(X)	4,205,716	7.1	15.0	2,409,359	8.0	15.7
Yonkers, N.Y.	(X)	(X)	190,634	(X)	24.8	(X)	(X)	(X)	231,189	42.9	98.8	40,870	18.6	17.5
Newark, N.J.	13	1,689,420	405,220	15.0	-7.6	2,151,412	14.9	(NA)	645,484	1.0	14.9	269,863	1.3	-0.2
Norfolk-Portsmouth, Va. ²	42	578,507	305,872	29.7	43.3	556,795	12.0	(NA)	358,611	11.7	(NA)	92,274	-1.8	(NA)
Oklahoma City, Okla.	48	511,833	324,253	30.4	33.2	564,861	21.5	(NA)	463,548	16.8	65.4	93,825	2.9	-5.0
Omaha, Nebr.-Iowa	54	457,873	301,598											

Standard Notes: ... Represents zero. (D) Withheld to avoid disclosure. (NA) Not available. (X) Not applicable.

¹This ranking includes only the Standard Metropolitan Statistical Areas for which Central Business Districts Statistics are presented.²City and central business district data are limited to the city underscored.

SUMMARY REPORT

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Table 2.—RETAIL STORES: 1958—PERCENT CHANGE IN SALES OF CENTRAL BUSINESS DISTRICTS, CITIES, AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS FROM 1954 AND 1948; AND PERCENT CHANGE IN POPULATION, 1950 TO 1960, OF CITIES, AND STANDARD METROPOLITAN STATISTICAL AREAS—Continued

Standard metropolitan statistical area and city	Population, 1960			Percent change in population 1950 to 1960		Standard metropolitan statistical area			Entire city			Central business district		
	Rank ¹ of SMSA	Number of persons in SMSA	Number of persons in city			Sales, 1958 (\$1,000)	Percent change in sales		Sales, 1958 (\$1,000)	Percent change in sales		Sales, 1958 (\$1,000)	Percent change in sales	
				1954 to 1958	1948 to 1958		1954 to 1958	1948 to 1958		1954 to 1958	1948 to 1958			
Philadelphia, Pa.-N.J.	4	4,342,897	(X)	18.3	(X)	4,662,559	14.8	50.0	(X)	(X)	(X)	(X)	(X)	
Camden, N.J.	(X)	(X)	117,159	(X)	-5.9	(X)	(X)	(X)	179,161	2.0	31.9	52,991	0.6	
Philadelphia, Pa.	(X)	(X)	2,002,512	(X)	-3.3	(X)	(X)	(X)	2,305,467	9.9	19.7	605,399	2.7	
Phoenix, Ariz.	36	663,510	439,170	100.0	311.1	721,037	48.3	134.9	479,618	54.2	133.4	132,936	11.7	
Pittsburgh, Pa.	8	2,405,435	604,332	8.7	-10.7	2,589,695	17.1	34.8	966,534	10.7	14.1	330,123	10.9	
Portland, Oreg.-Wash.	28	821,897	372,676	16.6	-0.3	993,116	14.0	36.6	681,090	8.1	27.9	171,824	-4.5	
Providence, R.I.-Mass.	29	816,148	207,498	7.4	-16.6	876,369	12.0	(NA)	340,862	0.3	8.9	109,678	-3.1	
Reading, Pa.	79	275,414	98,177	7.7	-10.2	289,048	11.0	29.8	151,680	0.8	12.4	71,345	-2.2	
Richmond, Va.	58	408,494	219,958	24.5	-4.5	510,333	23.9	55.1	435,955	15.2	39.9	141,723	-2.4	
Rochester, N.Y.	41	586,387	318,611	20.3	-4.2	693,858	13.2	45.1	540,154	3.7	32.0	193,453	-4.2	
Rockford, Ill.	91	209,765	126,706	37.7	36.4	248,127	24.5	54.8	202,332	17.5	50.0	58,068	2.3	
Sacramento, Calif.	50	502,778	191,667	81.4	39.3	610,584	38.0	107.5	351,438	(NA)	50.3	159,673	9.6	
St. Louis, Mo.-Ill.	9	2,060,103	750,026	19.8	-12.5	2,331,275	13.6	(NA)	1,138,363	0.7	19.7	234,812	-3.3	
Salt Lake City, Utah.	60	383,035	189,454	39.3	4.0	451,249	25.1	72.6	368,283	23.8	72.2	103,137	10.8	
San Antonio, Tex.	34	687,151	587,718	37.3	43.9	667,623	23.2	75.0	634,231	22.4	72.9	176,530	1.4	
San Diego, Calif.	23	1,033,011	573,224	85.5	71.4	1,112,283	40.8	121.6	708,921	37.2	95.2	120,044	3.5	
San Francisco-Oakland, Calif.	6	2,783,359	(X)	24.2	(X)	3,491,706	18.0	51.8	(X)	(X)	(X)	(X)	(X)	
Berkeley, Calif.	(X)	(X)	111,268	(X)	-2.2	(X)	(X)	(X)	151,399	21.0	48.3	45,043	9.4	
Oakland, Calif.	(X)	(X)	367,548	(X)	-4.4	(X)	(X)	(X)	581,258	5.0	15.2	186,052	0.6	
San Francisco, Calif.	(X)	(X)	740,316	(X)	-4.5	(X)	(X)	(X)	1,228,721	6.5	20.0	455,281	10.9	
San Jose, Calif.	38	642,315	204,196	121.1	114.3	724,488	57.8	160.4	(D)	(D)	(D)	109,156	-4.3	
Savannah, Ga.	93	188,299	149,245	24.3	24.7	187,716	23.6	58.2	(D)	(D)	(D)	61,177	3.8	
Scranton, Pa.	86	234,531	111,443	-8.9	-11.2	251,169	15.9	26.9	158,615	15.0	20.2	65,721	8.3	
Seattle, Wash.	19	1,107,213	557,087	31.1	19.1	1,377,762	26.1	(NA)	898,750	15.1	56.5	223,109	5.8	
Shreveport, La.	77	281,481	164,372	29.9	29.2	290,822	19.8	(NA)	230,685	15.2	52.7	84,870	8.8	
South Bend, Ind.	85	238,614	132,445	16.4	14.3	269,227	+8.8	(NA)	198,344	7.3	(NA)	95,424	-4.8	
Spokane, Wash.	78	278,333	181,608	25.6	12.3	350,867	14.7	59.3	300,782	13.3	54.1	137,710	2.3	
Springfield-Holyoke, Mass. ²	53	478,592	174,463	15.7	7.4	546,678	13.8	(NA)	247,649	7.7	(NA)	68,491	-1.9	
Syracuse, N.Y.	45	563,781	216,038	21.2	-2.1	642,805	14.8	(NA)	347,108	5.4	26.2	132,443	2.8	
Tacoma, Wash.	71	321,590	147,979	16.6	3.0	328,684	17.5	(NA)	224,798	4.9	(NA)	80,581	0.6	
Tampa-St. Petersburg, Fla. ²	30	772,453	274,970	88.8	120.5	905,044	50.5	(NA)	384,660	35.2	(NA)	71,488	-12.4	
Toledo, Ohio.	55	456,931	318,003	15.5	4.7	550,140	10.4	29.4	431,844	-0.3	14.8	121,213	11.3	
Trenton, N.J.	81	266,392	114,167	15.9	-10.8	350,888	8.9	49.4	212,113	-8.5	30.3	76,481	2.5	
Tulsa, Okla.	57	418,974	261,685	27.8	43.2	464,421	19.8	(NA)	386,118	19.9	73.4	96,085	-14.2	
Utica-Rome, N.Y. ²	69	330,771	100,410	16.4	-1.1	353,606	17.1	41.7	140,210	7.3	19.4	76,736	6.4	
Washington, D.C.-Md.-Va.	10	2,001,897	763,956	36.7	-4.8	2,454,186	25.0	68.1	1,277,862	9.4	17.1	395,903	0.4	
Waterbury, Conn.	94	181,638	107,130	17.4	2.5	199,017	9.6	43.4	140,814	4.5	29.3	66,093	-7.0	
Wichita, Kans.	66	343,231	254,698	54.4	51.4	423,877	15.3	91.4	387,380	12.0	95.7	105,289	-14.7	
Wilmington, Del.-N.J.	63	366,157	95,827	36.4	-13.2	448,651	20.0	68.1	237,127	2.7	31.4	87,277	3.3	
Worcester, Mass.	70	323,306	186,587	6.7	-8.3	357,374	14.0	(NA)	265,543	2.0	22.1	92,563	-8.8	
Youngstown, Ohio.	49	509,006	166,689	22.2	-1.0	542,541	16.6	(NA)	262,373	9.1	29.7	84,413	-5.6	

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CENTRAL BUSINESS DISTRICT STATISTICS

Table 3A.—RETAIL STORES: 1958, 1954, AND 1948—CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF STANDARD METROPOLITAN STATISTICAL AREA SALES, FOR CONVENIENCE GOODS STORES, SHOPPING GOODS STORES, AND ALL OTHER STORES

Standard metropolitan statistical area and city	1958			1954			1948		
	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)
Akron, Ohio	6.9	57.2	8.0	8.1	67.3	9.2	8.6	78.4	9.2
Albany-Schenectady-Troy, N.Y. ¹	5.9	23.6	5.8	5.7	28.2	7.1	(NA)	(NA)	(NA)
Allentown-Bethlehem-Easton, Pa.-N.J. ¹	4.1	42.2	3.6	5.1	43.1	2.8	(D)	41.7	(D)
Atlanta, Ga.	8.3	56.8	20.5	10.2	59.7	23.9	(NA)	(NA)	(NA)
Austin, Tex.	12.1	73.9	39.5	15.1	76.9	51.7	26.1	88.1	62.3
Baltimore, Md.	4.6	33.7	4.5	6.3	42.7	5.7	(NA)	(NA)	(NA)
Baton Rouge, La.	7.1	54.3	7.9	11.0	62.8	8.9	(NA)	(NA)	(NA)
Birmingham, Ala.	12.1	62.4	13.4	14.0	70.7	18.1	18.3	72.2	21.1
Boston, Mass.	5.4	34.0	4.8	6.2	42.0	5.1	(NA)	(NA)	(NA)
Bridgeport, Conn.	13.1	63.1	15.8	17.8	73.7	18.5	(NA)	(NA)	(NA)
Buffalo, N.Y.:									
Buffalo, N.Y.	8.2	31.0	6.1	9.5	37.3	6.9	11.6	46.4	8.5
Niagara Falls, N.Y.	1.0	3.1	1.1	1.3	3.4	1.5	(NA)	(NA)	(NA)
Canton, Ohio	9.8	49.7	10.3	10.6	52.2	14.3	(NA)	(NA)	(NA)
Charlotte, N.C.	11.6	72.8	40.5	19.1	84.9	45.8	24.2	88.3	56.5
Chattanooga, Tenn.-Ga.	5.2	64.1	8.1	6.3	74.4	9.6	10.0	74.1	12.8
Chicago, Ill.	4.7	23.3	3.7	5.0	28.2	4.5	(NA)	(NA)	(NA)
Cincinnati, Ohio-Ky.	7.7	51.4	12.5	7.9	59.2	15.0	10.2	63.8	20.2
Cleveland, Ohio	6.0	41.1	8.8	6.8	50.3	9.4	9.4	61.2	9.8
Columbus, Ohio	8.0	66.0	16.0	10.0	70.1	14.1	15.6	84.2	18.4
Corpus Christi, Tex.	(D)	48.8	(D)	7.5	56.9	33.6	13.9	65.4	44.0
Dallas, Tex.	4.0	34.3	3.8	4.9	45.2	4.5	(NA)	(NA)	(NA)
Dayton, Ohio	6.5	62.4	8.5	9.6	66.5	10.2	(NA)	(NA)	(NA)
Denver, Colo.	8.0	40.4	8.5	10.2	50.5	10.3	(NA)	(NA)	(NA)
Des Moines, Iowa	11.7	72.3	40.3	16.6	84.7	49.5	24.9	84.2	52.9
Detroit, Mich.	2.9	23.0	2.1	4.2	29.9	2.1	5.8	43.8	3.8
El Paso, Tex.	13.0	66.6	23.9	15.7	75.3	30.4	23.8	83.9	37.7
Erie, Pa.	7.7	57.5	15.7	10.9	69.1	20.1	15.3	74.3	22.2
Evansville, Ind.-Ky.	9.0	67.6	34.9	12.1	78.0	35.0	(NA)	(NA)	(NA)
Fall River, Mass.-R.I.	15.4	55.8	12.2	16.2	62.2	11.9	21.2	67.1	14.8
Flint, Mich.	9.4	59.2	20.1	13.1	72.0	27.7	19.8	81.0	41.4
Fort Wayne, Ind.	15.4	59.2	32.1	23.8	70.1	41.0	27.1	89.2	44.1
Fort Worth, Tex.	5.1	53.6	11.6	5.9	66.9	16.9	(NA)	(NA)	(NA)
Fresno, Calif.	6.4	50.4	16.7	7.7	62.7	15.5	12.1	69.9	19.2
Gary-Hammond-East Chicago, Ind.:									
Gary, Ind.	5.1	30.2	5.0	7.1	37.6	7.2	(NA)	(NA)	(NA)
Hammond, Ind.	4.8	27.3	2.3	5.0	31.4	4.0	(NA)	(NA)	(NA)
Grand Rapids, Mich.	5.6	62.2	11.0	7.1	70.2	10.1	11.9	74.7	16.4
Hartford, Conn.	5.1	54.0	8.9	8.6	64.1	11.5	(NA)	(NA)	(NA)
Honolulu, Hawaii	10.5	32.5	8.9	13.8	42.0	9.5	16.9	47.7	15.2
Houston, Tex.	8.3	41.7	26.1	12.1	53.3	33.1	21.1	64.1	45.5
Indianapolis, Ind.	9.7	66.6	23.0	13.2	75.8	25.5	18.0	87.0	33.4
Jacksonville, Fla.	6.8	56.5	6.1	9.3	69.8	6.1	14.0	78.8	13.1
Kansas City, Mo.-Kans.:									
Kansas City, Kans.	2.2	6.1	4.8	2.1	6.4	5.3	2.5	7.9	4.5
Kansas City, Mo.	4.8	34.7	6.6	6.8	45.1	6.6	9.4	54.9	8.8
Knoxville, Tenn.	7.2	51.4	15.6	8.7	49.9	16.7	(NA)	(NA)	(NA)
Little Rock-North Little Rock, Ark. ¹	8.6	70.5	31.4	12.7	78.6	37.6	21.6	83.1	41.4
Los Angeles-Long Beach, Calif.:									
Glendale, Calif.	0.8	2.0	0.9	1.0	2.4	1.0	(NA)	(NA)	(NA)
Long Beach, Calif.	0.8	3.2	0.8	1.0	4.2	0.9	1.0	(D)	(D)
Los Angeles, Calif.	2.2	11.3	1.6	2.8	15.2	2.2	4.7	(D)	(D)
Pasadena, Calif.	0.7	3.1	0.6	0.8	3.6	0.8	1.1	(D)	(D)
Louisville, Ky.-Ind.	11.2	53.2	25.1	14.1	62.8	28.4	19.9	68.3	34.0
Memphis, Tenn.	4.4	47.4	7.5	6.4	56.8	12.8	9.7	(D)	18.6
Miami, Fla.	3.5	24.4	3.3	5.6	38.5	4.9	11.9	45.0	7.9
Milwaukee, Wis.	3.7	30.1	6.2	4.5	39.6	10.0	(NA)	(NA)	(NA)
Minneapolis-St. Paul, Minn.:									
Minneapolis, Minn.	7.3	40.1	8.4	8.6	47.0	10.5	(NA)	(NA)	(NA)
St. Paul, Minn.	2.7	17.4	3.1	2.6	20.5	3.9	(NA)	(NA)	(NA)
Mobile, Ala.	7.4	64.9	14.5	8.7	68.0	23.6	14.4	77.0	20.6
Montgomery, Ala.	21.4	75.0	58.9	30.9	85.5	58.8	34.6	94.9	68.8
Nashville, Tenn.	7.3	73.0	18.5	10.3	80.8	18.7	15.8	87.3	35.6
New Bedford, Mass.	16.4	58.0	12.5	17.7	(D)	(D)	(NA)	(NA)	(NA)
New Haven, Conn.	9.7	52.5	12.4	10.5	61.8	9.6	(NA)	(NA)	(NA)
New Orleans, La.	10.4	61.9	21.9	(D)	(D)	(D)	17.8	78.0	28.4
New York, N.Y.:									
Brooklyn, N.Y.	0.7	(D)	(D)	0.7	5.8	0.9	(NA)	(NA)	(NA)
New York, N.Y. (Manhattan)	11.5	33.9	12.4	12.1	38.3	11.5	(NA)	(NA)	(NA)
Yonkers, N.Y.	0.2	0.5	0.2	0.2	0.6	0.2	(NA)	(NA)	(NA)
Newark, N.J.	5.1	32.5	4.9	5.9	38.0	6.6	(NA)	(NA)	(NA)
Norfolk-Portsmouth, Va. ¹	7.3	35.6	12.7	9.7	(D)	(D)	(NA)	(NA)	(NA)
Oklahoma City, Okla.	4.5	42.3	10.4	5.9	51.7	9.6	(NA)	(NA)	(NA)
Omaha, Nebr.-Iowa	9.8	53.6	13.9	12.8	58.6	18.6	16.3	67.0	21.2
Paterson-Clifton-Passaic, N.J. ¹	3.9	15.5	2.3	4.3	23.2	1.9	(NA)	(NA)	(NA)
Peoria, Ill.	7.7	58.0	8.2	9.4	57.7	7.3	(NA)	(NA)	(NA)

Standard Notes: . . .Represents zero. (D) Withheld to avoid disclosure. (NA) Not available.
¹In computing percent, central business district data are limited to the city underscored.

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Table 3A—RETAIL STORES: 1958, 1954, AND 1948—CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF STANDARD METROPOLITAN STATISTICAL AREA SALES, FOR CONVENIENCE GOODS STORES, SHOPPING GOODS STORES, AND ALL OTHER STORES—Continued

Standard metropolitan statistical area and city	1958			1954			1948		
	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)
Philadelphia, Pa.-N.J.:									
Jensen, N.J.	0.8	2.3	0.7	1.1	2.1	0.9	1.1	2.4	0.9
Philadelphia, Pa.	6.0	34.6	5.8	6.6	40.8	5.1	9.0	50.6	8.0
Phoenix, Ariz.	5.6	41.2	18.0	7.9	58.4	21.1	14.8	72.0	29.5
Pittsburgh, Pa.	4.1	37.2	3.6	4.8	37.6	4.4	7.1	46.5	6.8
Portland, Oreg.-Wash.	8.0	51.6	6.0	10.6	58.6	7.0	14.8	(D)	(D)
Providence, R.I.-Mass.	4.1	35.8	6.4	5.6	44.1	6.4	(NA)	(NA)	(NA)
Reading, Pa.	19.3	61.2	9.3	19.4	67.0	10.6	24.8	77.2	16.6
Richmond, Va.	13.0	(D)	(D)	16.8	73.2	20.2	20.9	78.3	28.0
Rochester, N.Y.	9.9	65.1	18.9	12.0	75.1	22.3	15.0	79.1	27.2
Rockford, Ill.	10.1	53.1	17.8	11.5	63.3	22.2	14.8	70.9	22.2
Sacramento, Calif.	13.1	48.9	23.6	16.3	62.6	29.2	25.7	84.2	40.9
St. Louis, Mo.-Ill.	3.0	30.3	3.0	3.5	37.7	2.7	(NA)	(NA)	(NA)
Salt Lake City, Utah	10.5	55.5	12.8	13.5	60.8	13.4	17.7	71.4	21.6
San Antonio, Tex.	7.3	65.9	17.9	8.7	74.9	23.1	16.9	87.7	37.1
San Diego, Calif.	5.5	28.4	5.3	6.6	36.0	9.0	10.8	58.9	14.1
San Francisco-Oakland, Calif.:									
Berkeley, Calif.	0.7	2.1	1.4	0.7	2.2	1.6	1.0	(D)	(D)
Oakland, Calif.	2.9	12.0	3.2	3.4	14.5	3.4	4.1	(D)	(D)
San Francisco, Calif.	8.2	28.9	6.8	8.6	31.4	6.8	11.3	(D)	(D)
San Jose, Calif.	8.2	25.9	14.2	11.8	53.1	20.6	21.0	62.4	27.8
Savannah, Ga.	17.0	60.5	25.9	19.1	71.4	33.0	24.3	75.0	37.5
Scranton, Pa.	9.1	72.0	13.0	11.5	68.7	12.7	12.7	75.1	15.7
Seattle, Wash.	7.6	44.5	6.2	10.3	52.4	6.9	(NA)	(NA)	(NA)
Shreveport, La.	8.0	65.9	22.8	9.2	70.0	28.0	(NA)	(NA)	(NA)
South Bend, Ind.	14.5	74.4	27.0	17.7	75.9	35.1	(NA)	(NA)	(NA)
Spokane, Wash.	14.4	79.7	35.5	19.6	80.7	39.9	27.1	88.8	51.6
Springfield-Holyoke, Mass. ¹	4.7	37.4	4.4	5.6	40.9	5.7	(NA)	(NA)	(NA)
Syracuse, N.Y.	8.3	53.7	13.2	11.4	62.3	12.0	(NA)	(NA)	(NA)
Tacoma, Wash.	9.3	61.4	16.6	12.6	68.8	20.2	(NA)	(NA)	(NA)
Tampa-St. Petersburg, Fla. ¹	2.5	16.0	7.3	4.5	29.8	11.4	(NA)	(NA)	(NA)
Toledo, Ohio	8.2	57.6	12.9	9.5	69.2	16.3	12.5	79.3	19.9
Trenton, N.J.	8.1	62.4	7.6	11.7	62.5	6.9	13.1	77.8	13.6
Tulsa, Okla.	8.6	40.9	18.4	9.9	63.9	22.0	(NA)	(NA)	(NA)
Utica-Rome, N.Y. ¹	11.0	41.2	20.8	14.0	48.1	20.8	14.3	53.9	22.1
Washington, D.C.-Md.-Va.	8.6	39.0	7.8	9.9	49.6	10.6	12.9	64.2	16.6
Waterbury, Conn.	19.6	69.3	26.6	25.0	77.8	29.5	29.9	84.5	39.1
Wichita, Kans.	8.1	53.1	22.6	12.7	67.4	29.2	21.5	90.8	38.7
Wilmington, Del.-N.J.	10.9	44.1	12.0	15.0	52.2	11.2	20.7	79.1	12.0
Worcester, Mass.	12.7	69.6	13.2	18.3	78.7	17.6	(NA)	(NA)	(NA)
Youngstown, Ohio	7.8	40.4	5.7	8.9	50.4	8.4	(NA)	(NA)	(NA)

Standard Notes: ...Represents zero. (D) Withheld to avoid disclosure. (NA) Not available.
¹In computing percent, central business district data are limited to the city underscored.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3B.—RETAIL STORES: 1958, 1954, AND 1948—CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ENTIRE CITY SALES, FOR CONVENIENCE GOODS STORES, SHOPPING GOODS STORES, AND ALL OTHER STORES

Standard metropolitan statistical area and city	1958			1954			1948		
	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)
Akron, Ohio	10.6	71.5	12.2	11.5	78.6	13.0	11.6	87.1	11.8
Albany-Schenectady-Troy, N.Y. ¹	21.3	66.5	20.4	19.5	73.1	23.6	(D)	76.4	(D)
Allentown-Bethlehem-Easton, Pa.-N.J. ¹	13.0	74.1	13.2	15.9	82.0	10.8	(D)	80.9	(D)
Atlanta, Ga.	13.1	68.9	31.1	14.8	69.3	34.8	21.8	(D)	(D)
Austin, Tex.	12.5	75.0	40.2	(D)	77.6	(D)	(D)	(D)	(D)
Baltimore, Md.	6.9	40.6	6.7	8.7	48.5	8.3	9.9	(D)	10.6
Baton Rouge, La.	8.0	55.8	8.4	11.5	64.4	(D)	(NA)	(NA)	(NA)
Birmingham, Ala.	17.0	74.5	17.2	19.7	83.9	21.8	27.1	86.3	26.3
Boston, Mass.	15.4	65.0	15.1	16.1	71.5	15.4	19.6	73.3	21.6
Bridgeport, Conn.	21.4	77.7	29.0	26.5	84.3	30.8	(NA)	(NA)	(NA)
Buffalo, N.Y.: Buffalo, N.Y.	16.8	47.7	13.1	17.4	50.0	13.9	18.9	57.4	15.3
Niagara Falls, N.Y.	10.0	34.2	13.1	13.6	35.3	15.7	(NA)	(NA)	(NA)
Canton, Ohio	19.5	79.0	23.0	21.7	84.1	28.5	(NA)	(NA)	(NA)
Charlotte, N.C.	14.6	78.9	46.5	21.0	88.7	50.3	27.9	93.2	60.7
Chattanooga, Tenn.-Ga.	6.8	74.4	9.8	8.4	83.7	11.4	12.9	81.7	14.9
Chicago, Ill.	7.6	33.1	6.4	7.4	36.8	7.2	9.1	41.0	9.6
Cincinnati, Ohio-Ky.	13.5	62.8	21.2	13.2	71.5	23.1	16.1	74.5	30.5
Cleveland, Ohio	9.9	55.6	15.8	10.1	59.7	15.6	12.9	67.2	14.0
Columbus, Ohio	9.8	71.1	18.8	11.8	75.2	16.8	17.7	85.8	21.1
Corpus Christi, Tex.	(D)	50.5	(D)	8.7	59.7	39.4	17.0	68.3	50.9
Dallas, Tex.	5.4	42.1	5.0	6.4	54.2	5.8	10.9	68.3	10.3
Dayton, Ohio	11.2	81.0	15.0	14.3	81.3	17.2	21.2	89.5	28.9
Denver, Colo.	12.7	49.3	12.6	14.8	59.2	14.9	19.7	73.7	21.9
Des Moines, Iowa	12.7	76.2	45.9	18.2	(D)	(D)	27.5	(D)	(D)
Detroit, Mich.	5.7	42.0	4.3	7.2	45.2	3.7	8.7	56.4	5.9
El Paso, Tex.	14.2	67.8	25.7	18.0	77.3	33.7	29.2	85.9	42.5
Erie, Pa.	11.1	65.0	25.3	14.1	77.6	31.6	21.1	83.4	33.0
Evansville, Ind.-Ky.	11.2	74.7	(D)	14.7	(D)	(D)	(D)	(D)	52.2
Fall River, Mass.-R.I.	19.0	58.2	15.9	20.1	64.9	14.6	24.1	68.5	17.5
Flint, Mich.	12.5	67.9	29.0	17.1	79.2	37.0	25.8	87.9	55.0
Fort Wayne, Ind.	17.8	62.1	40.2	27.4	73.3	49.5	31.1	91.7	53.6
Fort Worth, Tex.	6.7	60.7	14.8	7.0	71.5	20.7	14.0	80.1	23.6
Fresno, Calif.	11.6	60.7	25.4	12.5	76.4	24.7	22.7	84.9	29.6
Gary-Hammond-East Chicago, Ind.: Gary, Ind.	16.0	73.3	16.2	19.5	83.1	23.4	26.2	88.6	30.7
Hammond, Ind.	20.9	75.9	11.2	22.8	89.3	16.2	(NA)	(NA)	(NA)
Grand Rapids, Mich.	8.2	67.0	16.1	9.2	74.9	13.7	15.4	78.5	22.4
Hartford, Conn.	12.3	78.4	22.3	16.6	81.5	21.8	(NA)	(NA)	(NA)
Honolulu, Hawaii	13.4	35.9	10.4	16.6	47.6	11.3	20.3	51.6	17.1
Houston, Tex.	10.3	47.6	31.0	14.7	57.4	38.3	26.4	69.2	54.4
Indianapolis, Ind.	11.1	67.9	25.3	14.7	77.3	28.1	19.8	88.1	36.6
Jacksonville, Fla.	9.3	62.9	7.3	12.8	73.7	6.8	16.6	80.4	14.1
Kansas City, Mo.-Kans.: Kansas City, Kans.	18.7	68.6	33.9	15.2	(D)	(D)	19.5	(D)	(D)
Kansas City, Mo.	8.5	46.1	12.8	11.3	57.1	11.7	13.5	65.8	13.7
Knoxville, Tenn.	12.1	64.8	24.3	15.4	64.5	25.5	(NA)	(NA)	(NA)
Little Rock-North Little Rock, Ark. ¹	13.2	81.9	49.7	17.4	88.6	57.0	31.2	92.7	62.9
Los Angeles-Long Beach, Calif.: Glendale, Calif.	38.4	79.5	32.9	35.1	86.1	35.1	(NA)	(NA)	(NA)
Long Beach, Calif.	14.8	46.5	14.4	15.9	53.7	12.7	16.4	70.1	12.1
Los Angeles, Calif.	5.0	24.2	4.1	6.9	30.8	5.7	9.6	(D)	(D)
Pasadena, Calif.	28.1	70.0	18.7	32.1	68.5	23.8	37.0	85.8	26.6
Louisville, Ky.-Ind.	16.9	67.0	37.0	18.8	72.0	39.3	25.4	76.0	47.8
Memphis, Tenn.	4.7	49.4	8.1	6.9	58.8	13.6	10.7	(D)	19.5
Miami, Fla.	7.8	39.7	5.4	10.2	51.7	7.4	20.4	63.5	10.9
Milwaukee, Wis.	5.1	34.9	9.0	6.2	43.8	14.2	8.2	46.7	17.4
Minneapolis-St. Paul, Minn.: Minneapolis, Minn.	18.7	71.0	18.3	18.7	76.1	21.1	16.1	(D)	(D)
St. Paul, Minn.	10.3	65.2	13.6	9.3	69.6	15.1	15.9	(D)	20.1
Mobile, Ala.	9.5	78.3	18.3	12.4	79.0	29.9	20.2	85.4	24.2
Montgomery, Ala.	(D)	(D)	60.8	(D)	(D)	(D)	38.4	(D)	(D)
Nashville, Tenn.	11.5	87.0	24.1	14.5	85.8	22.1	21.2	90.6	41.0
New Bedford, Mass.	19.5	59.6	16.3	20.8	61.7	14.9	22.1	67.7	18.7
New Haven, Conn.	17.6	73.4	20.8	16.6	70.1	13.7	16.5	76.6	17.1
New Orleans, La.	13.6	68.4	27.4	16.9	76.0	29.1	20.0	80.4	32.1
New York, N.Y.: Brooklyn, N.Y.	3.2	(D)	(D)	3.5	33.6	5.3	3.6	38.7	6.3
New York, N.Y. (Manhattan)	40.0	77.2	51.3	40.0	77.0	46.7	39.4	75.1	48.8
Yonkers, N.Y.	14.1	29.8	10.2	14.1	56.9	10.5	18.9	74.3	17.5
Newark, N.J.	18.1	74.2	23.3	19.0	75.0	26.1	23.3	77.0	32.5
Norfolk-Portsmouth, Va.	12.0	48.0	20.7	16.1	54.5	23.7	(NA)	(NA)	(NA)
Oklahoma City, Okla.	5.7	47.1	13.0	7.2	57.0	11.4	12.7	81.7	14.5
Omaha, Neb.-Iowa	12.5	59.8	18.4	16.1	(D)	(D)	20.4	(D)	(D)
Patterson-Clifton-Passaic, N.J. ¹	28.2	82.2	16.5	29.6	76.0	12.7	31.1	84.6	14.9
Peoria, Ill.	15.5	73.0	16.1	16.6	71.1	13.3	(NA)	(NA)	(NA)

Standard Notes: . . . Represents zero. (D) Withheld to avoid disclosure. (NA) Not available.
¹In computing percent, data are limited to the city underscored.

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Table 3B.—RETAIL STORES: 1958, 1954, AND 1948—CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ENTIRE CITY SALES, FOR CONVENIENCE GOODS STORES, SHOPPING GOODS STORES, AND ALL OTHER STORES—Con.

Standard metropolitan statistical area and city	1958			1954			1948		
	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)	Convenience goods stores (percent)	Shopping goods stores (percent)	All other stores (percent)
Philadelphia, Pa.-N.J.:									
Camden, N.J.	27.7	46.7	16.6	29.7	46.1	21.8	26.4	54.0	19.5
Philadelphia, Pa.	11.8	57.7	14.1	12.0	59.0	11.0	14.8	66.5	15.7
Phoenix, Ariz.	9.5	51.6	27.3	14.9	72.5	32.6	28.9	83.7	43.4
Pittsburgh, Pa.	12.7	68.0	12.2	14.0	65.4	14.1	18.6	74.8	19.9
Portland, Oreg.-Wash.	12.5	61.0	9.5	15.3	68.7	10.5	22.0	(D)	(D)
Providence, R.I.-Mass.	13.6	67.1	16.6	15.6	72.3	15.2	18.9	79.7	20.6
Reading, Pa.	38.9	83.2	21.5	33.4	84.3	23.2	43.4	89.3	34.9
Richmond, Va.	16.8	(D)	(D)	19.0	75.3	22.3	23.2	79.2	29.6
Rochester, N.Y.	14.0	74.8	24.2	14.7	78.7	27.7	18.6	81.8	33.5
Rockford, Ill.	13.3	56.1	22.7	13.8	65.6	26.7	18.9	73.9	27.2
Sacramento, Calif.	25.2	76.1	40.3	(NA)	(NA)	(NA)	35.6	90.9	53.1
St. Louis, Mo.-Ill.	6.5	49.9	6.8	7.2	53.0	5.3	8.8	63.3	8.7
Salt Lake City, Utah	13.8	62.0	15.8	17.3	66.8	16.7	23.6	75.6	28.5
San Antonio, Tex.	7.9	67.3	18.8	9.4	76.0	23.9	18.2	88.5	38.4
San Diego, Calif.	9.1	37.9	8.7	11.1	46.4	14.2	16.0	69.0	20.4
San Francisco-Oakland, Calif.:									
Berkeley, Calif.	17.0	52.0	28.5	16.9	54.5	35.2	20.8	69.7	38.6
Oakland, Calif.	19.0	60.1	20.1	20.1	63.7	18.9	21.5	68.7	19.8
San Francisco, Calif.	23.7	64.6	23.7	22.3	66.4	20.5	26.4	66.8	26.2
San Jose, Calif.	(D)	51.1	32.1	26.6	80.8	47.5	44.1	91.2	59.5
Savannah, Ga.	19.6	(D)	28.3	20.8	72.6	34.7	28.8	(D)	(D)
Scranton, Pa.	16.8	90.5	21.0	20.6	84.0	22.3	22.5	89.5	25.2
Seattle, Wash.	12.5	55.5	10.3	15.1	62.7	10.3	21.6	(D)	(D)
Shreveport, La.	10.8	74.1	29.5	11.7	76.5	34.7	17.4	(D)	(D)
South Bend, Ind.	20.5	81.2	42.3	24.4	83.2	54.6	(NA)	(NA)	(NA)
Spokane, Wash.	16.8	84.3	44.4	23.0	84.0	48.5	31.5	90.9	61.0
Springfield-Holyoke, Mass. ¹	11.6	67.1	10.3	12.9	74.1	12.7	(NA)	(NA)	(NA)
Syracuse, N.Y.	17.3	74.0	27.0	21.8	78.3	22.5	22.0	83.7	25.9
Tacoma, Wash.	15.4	79.6	23.5	17.5	79.1	27.1	(NA)	(NA)	(NA)
Tampa-St. Petersburg, Fla. ¹	5.9	39.1	16.8	9.1	65.9	24.1	(NA)	(NA)	(NA)
Toledo, Ohio	10.7	70.2	16.4	11.6	72.6	19.1	14.6	61.0	23.6
Trenton, N.J.	14.1	75.1	15.8	15.4	70.9	12.0	18.8	83.4	26.1
Tulsa, Okla.	10.6	44.8	23.2	12.3	71.0	27.2	20.3	83.8	36.5
Utica-Rome, N.Y. ¹	29.0	84.4	57.4	34.1	84.9	53.4	32.4	88.3	52.4
Washington, D.C.-Md.-Va.	18.7	62.9	15.1	18.3	69.4	18.8	18.3	74.5	23.8
Waterbury, Conn.	28.8	80.4	41.1	34.7	86.4	44.2	39.8	94.2	52.8
Wichita, Kans.	9.1	54.1	25.0	13.5	68.1	32.0	24.5	92.3	45.5
Wilmington, Del.-N.J.	22.4	67.9	24.4	27.9	67.3	19.1	33.9	90.1	19.4
Worcester, Mass.	18.4	76.5	19.0	23.0	81.9	22.5	33.3	90.2	27.7
Youngstown, Ohio	17.4	61.3	14.5	(D)	(D)	(D)	28.0	90.3	25.9

Standard Notes: ...Represents zero. (D) Withheld to avoid disclosure. (NA) Not available.
¹In computing percent, data are limited to the city underscored.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4.—RETAIL STORES: 1958, 1954, AND 1948—DISTRIBUTION OF SALES IN CENTRAL BUSINESS DISTRICTS

Standard metropolitan statistical area and city	Retail store sales in CBD (\$1,000)	1958					
		Convenience goods stores		Shopping goods stores		All other stores	
		Sales in CBD (\$1,000)	Percent of retail store sales in CBD	Sales in CBD (\$1,000)	Percent of retail store sales in CBD	Sales in CBD (\$1,000)	Percent of retail store sales in CBD
1 Akron, Ohio.	117,076	15,685	13.4	83,468	71.3	17,923	15.3
2 Albany-Schenectady-Troy, N.Y.	75,450	18,076	24.0	40,133	53.2	17,241	22.8
3 Allentown-Bethlehem-Easton, Pa.-N.J. ¹	75,511	7,906	10.5	60,364	79.9	7,241	9.6
4 Atlanta, Ga.	298,051	30,250	10.2	174,140	58.4	93,661	31.4
5 Austin, Tex.	82,345	9,129	11.1	38,598	46.9	34,618	42.0
6 Baltimore, Md.	215,352	35,880	16.7	151,063	70.1	28,409	13.2
7 Baton Rouge, La.	53,361	6,102	11.4	38,136	71.5	9,123	17.1
8 Birmingham, Ala.	173,072	26,134	15.1	113,694	65.7	33,244	19.2
9 Boston, Mass.	403,383	66,977	16.6	280,063	69.4	56,343	14.0
10 Bridgeport, Conn.	96,220	20,453	21.3	53,746	55.8	22,021	22.9
Buffalo, N.Y.:							
11 Buffalo, N.Y.	196,887	48,833	24.8	115,934	58.9	32,120	16.3
12 Niagara Falls, N.Y.	23,215	5,808	25.0	11,577	49.9	5,830	25.1
13 Canton, Ohio.	71,628	13,799	19.3	43,091	60.1	14,738	20.6
14 Charlotte, N.C.	132,030	12,096	9.2	64,116	48.5	55,818	42.3
15 Chattanooga, Tenn.-Ga.	66,650	6,036	9.1	50,217	75.3	10,397	15.6
16 Chicago, Ill.	698,344	138,874	19.9	459,702	65.8	99,768	14.3
17 Cincinnati, Ohio-Ky.	252,785	38,286	15.1	163,011	64.5	51,488	20.4
18 Cleveland, Ohio.	360,207	52,440	14.6	241,998	67.2	65,769	18.2
19 Columbus, Ohio.	218,222	23,716	10.9	142,960	65.5	51,546	23.6
20 Corpus Christi, Tex.	67,424	(D)	(D)	28,062	41.6	(D)	(D)
21 Dallas, Tex.	158,264	18,279	11.5	118,005	74.6	21,980	13.9
22 Dayton, Ohio.	161,420	18,107	11.2	118,967	73.7	24,346	15.1
23 Denver, Colo.	183,240	31,042	17.0	113,695	62.0	38,503	21.0
24 Des Moines, Iowa.	144,268	14,012	9.7	70,368	48.8	59,888	41.5
25 Detroit, Mich.	331,039	48,519	14.7	249,404	75.3	33,116	10.0
26 El Paso, Tex.	106,761	13,238	12.4	64,694	60.6	28,829	27.0
27 Erie, Pa.	62,758	7,644	12.2	38,398	61.2	16,716	26.6
28 Evansville, Ind.-Ky.	77,654	7,872	10.1	41,598	53.6	28,184	36.3
29 Fall River, Mass.-R.I.	36,124	8,962	24.8	21,467	59.4	5,695	15.8
30 Flint, Mich.	103,647	13,966	13.5	54,292	52.4	35,389	34.1
31 Fort Wayne, Ind.	95,948	14,805	15.5	44,191	46.3	36,552	38.2
32 Fort Worth, Tex.	140,217	12,074	8.6	94,735	67.6	33,408	23.8
33 Fresno, Calif.	95,786	10,639	11.1	48,926	51.1	36,221	37.8
Gary-Hammond-East Chicago, Ind.:							
34 Gary, Ind.	68,620	12,696	18.5	44,825	65.3	11,099	16.2
35 Hammond, Ind.	57,762	12,107	21.0	40,467	70.0	5,188	9.0
36 Grand Rapids, Mich.	91,336	8,358	9.1	64,266	70.4	18,712	20.5
37 Hartford, Conn.	136,862	13,248	9.7	99,067	72.5	24,247	17.8
38 Honolulu, Hawaii	64,059	19,742	30.8	33,236	51.9	11,081	17.3
39 Houston, Tex.	356,689	45,654	12.8	154,241	43.2	156,794	44.0
40 Indianapolis, Ind.	271,499	31,100	11.4	161,988	59.7	78,411	28.9
41 Jacksonville, Fla.	90,157	12,021	13.3	64,872	72.0	13,264	14.7
Kansas City, Mo.-Kans.:							
42 Kansas City, Kans.	51,879	10,470	20.2	18,981	36.6	22,428	43.2
43 Kansas City, Mo.	161,510	22,904	14.2	107,493	66.5	31,113	19.3
44 Knoxville, Tenn.	75,892	8,871	11.7	46,029	60.6	20,992	27.7
45 Little Rock-North Little Rock, Ark. ¹	94,454	7,557	8.0	51,649	54.7	35,248	37.3
Los Angeles-Long Beach, Calif.:							
46 Glendale, Calif.	99,619	25,368	25.5	43,084	43.2	31,167	31.3
47 Long Beach, Calif.	120,519	25,943	21.5	66,720	55.4	27,856	23.1
48 Los Angeles, Calif.	365,345	72,184	19.7	239,135	65.5	54,026	14.8
49 Pasadena, Calif.	107,175	22,143	20.7	66,172	61.7	18,860	17.6
50 Louisville, Ky.-Ind.	213,099	33,873	15.9	101,443	47.6	77,783	36.5
51 Memphis, Tenn.	108,763	9,533	8.8	79,989	73.5	19,241	17.7
52 Miami, Fla.	114,340	17,427	15.2	80,218	70.2	16,695	14.6
53 Milwaukee, Wis.	161,546	20,239	12.5	111,784	69.2	29,523	18.3
Minneapolis-St. Paul, Minn.:							
54 Minneapolis, Minn.	283,967	45,508	16.0	183,750	64.7	54,709	19.3
55 St. Paul, Minn.	116,904	16,990	14.5	79,496	68.0	20,418	17.5
56 Mobile, Ala.	72,455	7,658	10.6	47,921	66.1	16,876	23.3
57 Montgomery, Ala.	87,378	10,680	12.2	37,284	42.7	39,414	45.1
58 Nashville, Tenn.	135,319	11,887	8.8	90,039	66.5	33,393	24.7
59 New Bedford, Mass.	35,929	9,979	27.8	19,754	55.0	6,196	17.2
60 New Haven, Conn.	86,202	14,563	16.9	53,868	62.5	17,771	20.6
61 New Orleans, La.	261,229	40,968	15.7	162,671	62.3	57,590	22.0
New York, N.Y.:							
62 Brooklyn, N.Y.	278,666	37,125	13.3	(D)	(D)	(D)	(D)
63 New York, N.Y. (Manhattan).	2,409,399	653,119	27.1	1,298,232	53.9	458,008	19.0
64 Yonkers, N.Y.	40,870	13,415	32.8	20,604	50.4	6,851	16.8
65 Newark, N.J.	269,863	41,230	15.3	191,665	71.0	36,968	13.7
66 Norfolk-Portsmouth, Va. ¹	92,274	15,553	16.9	51,476	55.8	25,245	27.3
67 Oklahoma City, Okla.	93,825	8,793	9.4	61,916	66.0	23,116	24.6
68 Omaha, Nebr.-Iowa.	121,502	18,596	15.3	72,552	59.7	30,354	25.0
69 Paterson-Clifton-Passaic, N.J. ¹	85,357	20,778	24.3	53,243	62.4	11,336	13.3
70 Peoria, Ill.	66,738	9,209	13.8	46,199	69.2	11,330	17.0

Standard Notes: . . . Represents zero. (D) Withheld to avoid disclosure.

¹Data are limited to the city underscored.

(NA) Not available.

SUMMARY REPORT

(CBD) AMONG CONVENIENCE GOODS STORES, SHOPPING GOODS STORES, AND ALL OTHER STORES

Retail store sales in CBD	1954						Retail store sales in CBD	1948						Retail store sales in CBD	Rank
	Convenience goods stores		Shopping goods stores		All other stores			Convenience goods stores		Shopping goods stores		All other stores			
	Sales in CBD	Percent of retail store sales in CBD	Sales in CBD	Percent of retail store sales in CBD	Sales in CBD	Percent of retail store sales in CBD		Sales in CBD	Percent of retail store sales in CBD	Sales in CBD	Percent of retail store sales in CBD	Sales in CBD	Percent of retail store sales in CBD		
	(\$1,000)		(\$1,000)		(\$1,000)			(\$1,000)		(\$1,000)		(\$1,000)			
112,711	15,194	12.8	85,534	71.9	18,283	15.3	106,246	11,838	11.1	80,843	76.1	13,565	12.8	1	
76,080	14,861	19.6	42,709	56.1	18,510	24.3	71,607	(D)	(D)	39,961	55.8	(D)	(D)	2	
6,212	7,941	12.4	51,087	79.5	5,184	8.1	59,021	(D)	(D)	43,630	73.9	(D)	(D)	3	
263,220	29,299	11.1	144,469	54.9	89,452	34.0	254,063	27,488	10.8	139,008	54.7	87,567	34.5	4	
83,634	8,892	10.6	34,466	41.2	40,276	48.2	78,375	11,691	14.9	30,704	39.2	35,980	45.9	4	
233,843	39,876	17.0	163,625	70.0	30,342	13.0	238,187	37,510	15.7	172,682	72.5	27,995	11.8	7	
40,452	6,395	13.8	32,664	70.3	7,393	15.9	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	7	
161,134	24,513	15.2	98,741	61.3	37,780	23.5	157,931	26,493	16.8	99,628	63.1	31,810	20.1	9	
419,530	63,505	15.2	303,130	72.3	52,535	12.5	422,850	68,322	16.1	300,534	71.1	53,994	12.8	9	
100,453	21,862	21.8	57,110	56.8	21,481	21.4	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	10	
206,101	47,784	23.2	126,166	61.2	32,151	15.6	201,426	42,592	21.1	129,122	64.1	29,712	14.8	11	
23,421	6,602	26.0	11,980	45.5	7,239	28.5	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	12	
72,319	12,628	17.5	40,631	56.4	18,760	26.1	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	13	
122,470	13,490	11.0	56,894	46.5	52,086	42.5	102,448	11,599	11.3	48,361	47.2	42,488	41.5	14	
66,537	5,583	8.4	50,471	75.9	10,483	15.7	56,220	6,422	11.4	39,962	71.1	9,836	17.5	15	
706,877	123,832	17.5	477,059	67.5	105,896	15.0	753,508	126,457	16.8	517,107	68.6	109,944	14.6	16	
264,416	33,692	12.7	170,026	64.3	60,693	23.0	324,445	33,244	13.5	154,427	62.9	57,882	23.6	17	
372,626	48,874	13.1	259,021	69.5	64,731	17.4	357,576	51,521	14.4	257,471	72.0	48,584	13.6	18	
198,458	24,692	12.4	137,631	69.0	37,145	18.6	183,657	25,389	13.8	124,931	68.0	33,337	18.2	19	
66,044	5,522	8.4	26,860	40.6	33,662	51.0	55,521	6,455	11.6	23,276	41.9	25,790	46.5	20	
165,738	17,193	10.4	123,703	75.8	22,842	13.8	169,631	17,408	10.3	129,335	76.2	22,888	13.5	21	
163,365	22,507	13.8	114,215	69.9	26,643	16.3	156,542	24,005	15.3	101,667	65.0	30,870	19.7	22	
179,664	33,029	18.4	109,093	60.7	37,542	20.9	177,517	30,135	17.0	110,023	62.0	37,359	21.0	23	
147,373	15,469	10.5	66,399	45.1	65,505	44.4	147,048	17,663	12.0	71,309	48.5	58,076	39.5	24	
397,063	62,601	15.8	300,183	75.6	34,279	8.6	456,005	57,764	12.7	354,667	77.8	43,574	9.5	25	
93,908	12,452	13.3	53,902	59.4	27,524	29.3	76,392	12,089	15.8	43,221	56.6	21,082	27.6	26	
69,812	9,067	13.0	40,771	58.4	19,974	28.6	70,203	10,133	14.4	41,466	59.1	18,604	26.5	27	
81,085	9,442	11.6	44,562	55.0	27,081	33.4	73,526	9,633	13.1	40,155	54.6	23,738	32.3	28	
35,069	7,995	22.8	20,976	59.8	6,098	17.4	36,262	8,823	24.3	21,753	60.0	5,686	15.7	29	
134,807	17,993	13.3	66,476	49.3	50,338	37.4	101,617	16,702	16.4	41,377	40.7	43,538	42.9	30	
104,068	15,817	15.2	48,678	46.8	39,573	38.0	98,684	15,926	16.1	51,899	52.6	30,859	31.3	31	
140,925	11,151	7.9	89,691	58.4	40,083	28.5	125,886	12,779	10.2	82,877	56.8	30,230	24.0	32	
83,756	10,509	12.6	50,127	59.8	23,120	27.6	79,051	11,383	14.4	43,528	55.1	24,140	30.5	33	
70,934	13,176	18.6	43,220	60.9	14,538	20.5	67,983	13,114	19.3	42,678	62.8	12,191	17.9	34	
53,517	9,292	17.4	36,138	67.5	8,087	15.1	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	35	
93,125	9,319	10.0	67,923	72.9	15,883	17.1	90,070	11,031	12.2	61,225	68.0	17,814	19.8	36	
132,057	15,145	11.5	93,187	70.5	23,725	18.0	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	37	
63,771	18,625	29.2	35,217	55.2	9,929	15.6	67,173	20,980	31.3	34,083	50.7	12,110	18.0	38	
371,399	48,942	13.2	161,566	43.5	160,891	43.3	344,657	54,938	15.9	146,539	42.5	143,180	41.6	39	
277,462	34,970	12.4	161,930	58.4	80,962	29.2	265,216	34,569	13.0	157,257	59.3	73,390	27.7	40	
67,904	13,029	14.8	63,328	72.1	11,547	13.1	79,937	12,954	16.2	52,924	66.2	14,059	17.6	41	
50,184	7,965	15.9	17,448	34.8	24,771	49.3	38,874	7,188	18.5	17,377	44.4	14,309	36.9	42	
179,428	26,047	14.5	122,617	68.3	24,771	17.2	175,594	27,033	15.4	120,390	68.6	28,171	16.0	43	
74,387	9,911	13.3	41,812	56.2	22,664	30.5	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	44	
89,558	8,366	9.3	46,933	52.4	34,259	38.3	83,446	10,496	12.6	42,915	51.4	30,035	36.0	45	
90,858	24,774	27.3	39,330	43.3	26,754	29.4	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	46	
118,792	24,997	21.0	69,940	58.9	23,855	20.1	93,455	16,979	18.2	63,095	67.5	13,381	14.3	47	
385,895	71,114	18.4	254,032	65.8	60,749	15.8	451,009	76,553	17.0	298,917	66.3	75,539	16.7	48	
100,462	19,429	19.3	59,496	59.2	21,537	21.5	97,867	18,055	18.4	62,322	63.7	17,490	17.9	49	
222,553	36,092	16.2	106,059	47.7	80,402	36.1	193,979	36,291	18.7	96,878	49.9	60,810	31.4	50	
123,843	11,435	9.2	82,437	66.6	29,951	24.2	134,984	12,348	9.2	91,030	67.4	31,606	23.4	51	
124,764	20,318	16.3	86,567	69.4	17,879	14.3	111,656	26,015	23.3	69,679	62.4	15,962	14.3	52	
191,287	20,026	10.5	125,829	65.8	45,432	23.7	193,263	20,538	10.6	130,640	67.6	42,085	21.8	53	
285,798	43,800	15.3	183,535	64.2	58,463	20.5	230,181	33,242	14.4	157,368	64.4	39,550	17.2	54	
115,167	13,305	11.6	80,272	69.7	21,590	18.7	121,898	18,044	14.8	79,756	65.4	24,098	19.8	55	
68,692	7,429	10.8	40,245	58.6	21,018	30.6	57,052	9,104	16.0	35,893	62.9	12,055	21.1	56	
87,573	13,213	15.1	35,508	44.4	38,852	44.4	71,016	10,898	16.4	40,598	43.5	28,505	40.1	57	
116,913	11,773	10.1	76,586	65.5	28,554	24.4	122,761	12,747	10.4	70,661	57.6	39,333	32.0	58	
36,184	9,777	27.0	20,456	56.5	5,957	16.5	36,778	9,188	25.0	21,825	59.3	5,765	15.7	59	
177,065	12,919	16.8	51,768	67.2	12,378	16.0	171,654	11,353	15.8	48,206	67.3	12,095	16.9	60	
257,272	39,434	15.3	162,526	63.2	55,332	21.5	227,377	36,247	15.9	148,266	65.2	43,064	18.9	61	
256,923	36,111	14.1	190,436	74.1	30,326	11.8	281,264	35,228	12.5	218,031	77.5	28,005	10.0	62	
2,229,289	588,477	26.4	1,262,694	56.6	778,718	17.0	2,083,058	516,100	24.8	1,198,906	57.5	368,052	17.7	63	
34,455	10,112	29.3	18,265	53.0	6,078	17.7	34,773	9,665	27.8	17,972	51.7	7,136	20.5	64	
273,449	41,040	15.0	186,945	68.4	45,464	16.6	270,474	43,373	16.0	181,477	67.1	45,624	16.9	65	
108,471	16,899	16.8	57,287	57.0	26,335	26.2	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	66	
91,184	9,234	10.1	64,189	70.4	17,761	19.5	98,854	9,700	9.8	72,458	73.3	16,696	16.9	67	
126,754	20,931	16.5	69,467	54.2	36,356	28.7	119,280	19,443	16.3	67,083	56.2	32,754	27.5	68	
81,831	18,894	23.1	54,799	67.0	8,138	9.9	81,383	17,764	21.8	55,417	68.1	8,202	10.1	69	
60,762	9,351	15.4	42,645	70.2	8,766	14.4	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	70	

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4.—RETAIL STORES: 1958, 1954, AND 1948—DISTRIBUTION OF SALES IN CENTRAL BUSINESS DISTRICTS

Standard metropolitan statistical area and city	1958						
	Retail store sales in CBD (\$1,000)	Convenience goods stores		Shopping goods stores		All other stores	
		Sales in CBD (\$1,000)	Percent of retail store sales in CBD	Sales in CBD (\$1,000)	Percent of retail store sales in CBD	Sales in CBD (\$1,000)	Percent of retail store sales in CBD
Philadelphia, Pa.-N.J.:							
71 Camden, N.J.	52,991	15,059	28.4	26,725	50.4	11,207	21.2
72 Philadelphia, Pa.	605,399	107,797	17.8	398,552	65.8	99,050	16.4
73 Phoenix, Ariz.	132,936	14,528	10.9	62,326	46.9	56,082	42.2
74 Pittsburgh, Pa.	330,123	43,591	13.2	256,354	77.7	30,178	9.1
75 Portland, Oreg.-Wash.	171,824	29,933	17.4	118,318	68.9	23,573	13.7
76 Providence, R.I.-Mass.	109,678	13,847	12.6	74,497	67.9	21,334	19.5
77 Reading, Pa.	71,345	19,786	27.7	40,288	56.5	11,271	15.8
78 Richmond, Va.	141,723	22,791	16.1	(D)	(D)	(D)	(D)
79 Rochester, N.Y.	193,453	25,079	13.0	119,910	62.0	48,464	25.0
80 Rockford, Ill.	58,068	9,230	15.9	31,318	53.9	17,520	30.2
81 Sacramento, Calif.	159,673	29,231	18.3	75,618	47.4	54,824	34.3
82 St. Louis, Mo.-Ill.	234,812	26,512	11.3	183,450	78.1	24,850	10.6
83 Salt Lake City, Utah	103,137	16,112	15.6	63,472	61.6	23,553	22.8
84 San Antonio, Tex.	176,530	17,273	9.8	112,428	63.7	46,829	26.5
85 San Diego, Calif.	120,044	21,849	18.2	74,493	62.1	23,702	19.7
San Francisco-Oakland, Calif.:							
86 Berkeley, Calif.	45,043	9,554	21.2	18,515	41.1	16,974	37.7
87 Oakland, Calif.	186,052	40,207	21.6	107,520	57.8	38,325	20.6
88 San Francisco, Calif.	455,281	114,662	25.2	259,516	57.0	81,103	17.8
89 San Jose, Calif.	109,156	21,113	19.3	47,572	43.6	40,471	37.1
90 Savannah, Ga.	60,865	10,508	17.2	31,017	51.0	19,340	31.8
91 Scranton, Pa.	65,721	9,511	14.5	45,287	68.9	10,923	16.6
92 Seattle, Wash.	223,109	39,989	17.9	151,596	68.0	31,524	14.1
93 Shreveport, La.	84,870	7,601	9.0	49,758	58.6	27,511	32.4
94 South Bend, Ind.	95,424	13,297	13.9	53,502	56.1	28,625	30.0
95 Spokane, Wash.	137,710	17,538	12.7	69,842	50.7	50,330	36.6
96 Springfield-Holyoke, Mass. ¹	68,491	9,799	14.3	49,515	72.3	9,177	13.4
97 Syracuse, N.Y.	132,443	20,387	15.4	79,029	59.7	33,027	24.9
98 Tacoma, Wash.	80,581	11,560	14.3	48,007	59.6	21,014	26.1
99 Tampa-St. Petersburg, Fla. ¹	71,488	7,706	10.8	36,763	51.4	27,019	37.8
100 Toledo, Ohio	121,213	17,895	14.8	78,195	64.5	25,123	20.7
101 Trenton, N.J.	76,481	10,499	13.7	59,987	73.2	9,995	13.1
102 Tulsa, Okla.	96,085	13,649	14.2	47,272	49.2	35,164	36.6
103 Utica-Rome, N.Y. ¹	76,736	14,415	18.8	32,451	42.3	29,870	38.9
104 Washington, D.C.-Md.-Va.	395,903	79,083	20.0	246,791	62.3	70,029	17.7
105 Waterbury, Conn.	66,093	15,648	23.7	30,496	46.1	19,949	30.2
106 Wichita, Kans.	105,289	11,402	10.8	52,483	49.9	41,404	39.3
107 Wilmington, Del.-N.J.	87,277	16,914	19.4	48,213	55.2	22,150	25.4
108 Worcester, Mass.	92,563	16,853	18.2	56,724	61.3	18,986	20.5
109 Youngstown, Ohio	84,413	16,023	19.0	57,219	67.8	11,171	13.2

Standard Notes: . . . Represents zero. (D) Withheld to avoid disclosure. (NA) Not available.
¹Data are limited to the city underscored.

(CBD) AMONG CONVENIENCE GOODS STORES, SHOPPING GOODS STORES, AND ALL OTHER STORES—Continued

Retail store sales in CBD	1954						Retail store sales in CBD	1948						
	Convenience goods stores		Shopping goods stores		All other stores			Convenience goods stores		Shopping goods stores		All other stores		
	Sales in CBD	Percent of retail store sales in CBD	Sales in CBD	Percent of retail store sales in CBD	Sales in CBD	Percent of retail store sales in CBD		Sales in CBD	Percent of retail store sales in CBD	Sales in CBD	Percent of retail store sales in CBD	Sales in CBD	Percent of retail store sales in CBD	
	(\$1,000)	in CBD	(\$1,000)	in CBD	(\$1,000)	in CBD		(\$1,000)	in CBD	(\$1,000)	in CBD	(\$1,000)	in CBD	
51,581	16,399	31.8	22,162	43.0	13,020	25.2	43,791	15,030	29.8	21,764	49.7	8,997	20.5	71
601,710	100,833	16.8	424,043	70.5	76,834	12.7	644,316	104,087	16.1	456,025	70.8	84,204	13.1	72
118,996	13,439	11.3	60,655	51.0	44,902	37.7	107,273	15,020	14.0	53,325	49.7	38,928	36.3	73
297,561	41,689	14.0	222,802	74.9	33,071	11.1	362,358	51,158	14.1	268,993	74.2	42,207	11.7	74
179,951	33,231	18.5	122,023	67.8	24,697	13.7	186,662	35,306	18.9	123,146	66.0	28,210	15.1	75
113,139	15,574	13.8	77,269	68.3	20,296	17.9	125,145	18,084	14.4	84,060	67.2	23,001	18.4	76
68,948	18,212	26.4	39,281	57.0	11,455	16.6	77,126	18,348	23.8	43,429	56.3	15,349	19.9	77
145,252	22,393	15.4	91,959	63.3	30,900	21.3	140,917	21,014	14.9	87,033	61.8	32,870	23.3	78
201,975	25,389	12.6	124,079	61.4	52,507	26.0	184,678	24,372	13.2	113,664	61.5	46,642	25.3	79
56,757	7,758	13.7	30,377	53.5	18,622	32.8	51,201	8,242	16.1	28,708	56.1	14,251	27.8	80
145,659	26,787	18.4	70,782	48.6	48,090	33.0	138,401	28,247	20.4	67,622	48.9	42,532	30.7	81
242,794	26,841	11.1	195,401	80.5	20,552	8.4	274,506	28,326	10.3	222,160	80.9	24,020	8.8	82
93,069	15,342	16.5	57,139	61.4	20,588	22.1	96,464	14,381	14.9	61,869	64.1	20,214	21.0	83
174,081	15,880	9.1	108,922	62.6	49,279	28.3	176,103	20,965	11.9	103,399	58.7	51,739	29.4	84
115,984	18,554	16.0	68,787	59.3	28,643	24.7	119,103	19,215	16.1	71,428	60.0	28,460	23.9	85
41,186	8,222	20.0	17,036	41.4	15,928	38.6	38,716	9,122	23.6	15,893	41.0	13,701	35.4	86
184,889	39,913	21.6	110,452	59.7	34,524	18.7	185,472	37,291	20.1	116,102	62.6	32,079	17.3	87
410,567	101,992	24.8	239,792	58.4	68,783	16.8	407,597	102,725	25.2	227,776	55.9	77,096	18.9	88
114,066	20,167	17.7	56,290	49.3	37,609	33.0	95,923	20,155	21.0	45,310	47.2	30,458	31.8	89
58,946	9,830	16.7	29,745	50.5	19,371	32.8	51,201	10,124	19.8	24,442	47.7	16,635	32.5	90
60,686	9,676	16.0	41,830	68.9	9,180	15.1	64,408	9,753	15.1	45,023	69.9	9,632	15.0	91
210,921	41,203	19.6	140,551	66.6	29,167	13.8	203,991	39,892	19.6	133,645	65.5	30,454	14.9	92
78,015	7,482	9.6	42,246	54.2	28,287	36.2	73,797	7,151	9.7	36,464	49.4	30,182	40.9	93
100,202	14,468	14.4	51,144	51.1	34,590	34.5	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	94
134,574	19,626	14.6	65,203	48.4	49,745	37.0	120,181	17,679	14.7	53,619	44.6	48,883	40.7	95
69,821	9,448	13.5	48,852	70.0	11,521	16.5	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	96
128,830	23,344	18.1	77,921	60.5	27,565	21.4	118,479	20,506	17.3	73,642	62.2	24,331	20.5	97
81,029	12,649	15.6	45,431	56.1	22,949	28.3	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	98
81,626	9,064	11.1	44,172	54.1	28,390	34.8	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	99
136,644	17,502	12.8	88,635	64.9	30,507	22.3	144,403	18,186	12.6	94,207	65.2	32,010	22.2	100
74,614	12,868	17.2	52,886	70.9	8,860	11.9	71,764	10,905	15.2	48,726	67.9	12,133	16.9	101
111,939	11,712	10.5	62,333	55.7	37,894	33.8	103,407	12,413	12.0	56,836	55.0	34,158	33.0	102
72,089	15,400	21.4	29,698	41.2	26,991	37.4	65,738	12,946	19.7	29,916	45.5	22,876	34.8	103
397,367	71,790	18.1	246,448	62.0	79,129	19.9	421,433	66,363	15.7	266,687	63.3	88,383	21.0	104
71,037	17,218	24.2	33,210	46.8	20,609	29.0	65,325	15,634	23.9	29,491	45.2	20,200	30.9	105
123,382	14,077	11.4	60,458	49.0	48,847	39.6	105,973	13,940	13.1	54,875	51.8	37,158	35.1	106
84,449	17,180	21.1	48,486	57.4	18,153	21.5	81,068	17,372	21.4	49,211	60.7	14,485	17.9	107
101,450	20,246	20.0	58,550	57.7	22,654	22.3	107,143	25,060	23.4	61,627	57.5	20,456	19.1	108
89,380	15,499	17.3	59,410	66.5	14,471	16.2	96,377	19,305	20.0	59,625	61.9	17,447	18.1	109

Table 5.—HOTELS: 1958—SELECTED STANDARD METROPOLITAN STATISTICAL AREAS AND CENTRAL BUSINESS DISTRICTS

Standard metropolitan statistical area and city	Standard metropolitan statistical area		Central business district				Percent of standard metropolitan statistical area receipts in central business districts		
	Hotels, 1958	Receipts, 1958	Hotels, 1958	Receipts, 1958	Percent change in receipts		1958	1954	1948
					1954 to 1958	1948 to 1958			
	(number)	(\$1,000)	(number)	(\$1,000)					
Akron, Ohio	52	3,783	23	3,178	-4.7	37.2	84.0	83.9	65.9
Albany-Schenectady-Troy, N.Y. ¹	111	11,834	18	6,749	14.9	(D)	57.0	53.5	(NA)
Allentown-Bethlehem-Easton, Pa.-N.J. ¹	102	5,663	6	910	10.0	19.6	16.1	16.2	16.4
Atlanta, Ga.	61	15,016	26	9,490	58.5	67.9	63.2	48.5	(NA)
Austin, Tex.	12	2,653	7	(D)	(D)	(D)	(D)	97.1	(D)
Baltimore, Md.	74	13,023	20	7,508	5.0	16.6	57.7	56.3	(NA)
Baton Rouge, La.	12	(D)	4	(D)	(D)	(NA)	(D)	(D)	(D)
Birmingham, Ala.	30	4,914	19	4,483	(D)	-3.2	91.2	(D)	(D)
Boston, Mass.	124	51,123	19	18,254	1.2	0.7	35.7	43.0	(NA)
Bridgeport, Conn.	12	1,905	8	(D)	(D)	(NA)	(D)	58.3	(NA)
Buffalo, N.Y.	127	20,093	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Buffalo, N.Y.	(X)	(X)	34	11,474	-3.7	10.6	57.1	62.3	63.8
Niagara Falls, N.Y.	(X)	(X)	14	2,396	55.7	(NA)	11.9	8.0	(NA)
Canton, Ohio	25	1,925	9	1,140	-14.2	(NA)	59.2	85.7	(NA)
Charlotte, N.C.	22	2,760	13	2,569	(D)	11.3	93.1	(D)	98.5
Chattanooga, Tenn.-Ga.	32	3,027	11	2,590	4.8	0.6	84.2	85.0	(D)
Chicago, Ill.	837	181,923	55	84,526	8.4	33.9	46.5	47.0	(NA)
Cincinnati, Ohio-Ky.	62	20,866	34	16,635	-0.6	20.6	79.7	83.4	82.6
Cleveland, Ohio	150	28,960	41	17,385	-2.7	4.0	60.0	62.0	64.8
Columbus, Ohio	31	11,253	15	9,127	4.7	4.9	81.1	86.2	85.1
Corpus Christi, Tex.	20	2,453	6	2,056	-24.7	78.2	83.8	90.8	37.8
Dallas, Tex.	94	21,450	20	16,188	57.3	78.9	75.5	(D)	(NA)
Dayton, Ohio	30	6,138	14	5,600	-12.1	-1.0	91.2	93.9	(NA)
Denver, Colo.	240	17,517	123	12,118	17.5	42.2	69.2	68.1	(NA)
Des Moines, Iowa	28	6,429	20	6,048	17.5	(D)	94.1	82.1	(D)
Detroit, Mich.	322	36,915	79	21,024	*4.1	14.2	57.0	50.2	49.3
El Paso, Tex.	44	4,288	33	3,612	4.4	11.6	84.2	89.9	(D)
Erie, Pa.	30	1,924	9	1,347	-11.3	-25.2	70.0	78.3	78.6
Evansville, Ind.-Ky.	12	2,320	7	(D)	(D)	(D)	(D)	(D)	(D)
Fall River, Mass.-R.I.	4	(D)	4	(D)	(D)	(D)	(D)	(D)	(D)
Flint, Mich.	16	1,629	10	1,499	-24.9	-4.0	92.0	98.7	86.2
Fort Wayne, Ind.	17	2,881	12	2,257	-7.1	(D)	78.3	88.7	(D)
Fort Worth, Tex.	76	6,427	49	4,501	-7.6	-4.6	70.0	77.6	(NA)
Fresno, Calif.	77	3,377	30	2,032	0.6	-18.8	60.2	68.5	66.0
Gary-Hammond-East Chicago, Ind.	96	3,925	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Gary, Ind.	(X)	(X)	15	1,921	28.9	48.0	48.9	51.5	(NA)
Hammond, Ind.	(X)	(X)	7	250	1.6	(NA)	6.4	8.5	(NA)
Grand Rapids, Mich.	21	4,957	13	4,550	3.2	-0.3	91.8	95.7	92.4
Hartford, Conn.	31	6,330	7	4,834	69.6	(NA)	76.4	65.2	(NA)
Honolulu, Hawaii	86	22,569	7	589	-32.1	-33.0	2.6	(D)	12.1
Houston, Tex.	128	17,853	61	9,545	-3.4	-0.5	53.5	59.5	89.3
Indianapolis, Ind.	74	12,276	51	9,396	5.8	15.9	76.5	77.5	85.9
Jacksonville, Fla.	50	6,032	21	5,023	2.1	-2.2	83.3	87.7	81.6
Kansas City, Mo.-Kans.	196	22,753	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Kansas City, Kans.	(X)	(X)	3	(D)	(D)	(D)	(D)	(D)	(D)
Kansas City, Mo.	(X)	(X)	40	13,475	14.6	35.2	59.2	54.9	51.9
Knoxville, Tenn.	28	2,691	9	1,972	-2.4	(NA)	73.3	73.6	(NA)
Little Rock-North Little Rock, Ark. ¹	42	3,936	12	3,111	-4.5	-2.9	79.0	(D)	91.3
Los Angeles-Long Beach, Calif.	1,006	103,240	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Glendale, Calif.	(X)	(X)	5	196	-14.8	(NA)	0.2	0.3	(NA)
Long Beach, Calif.	(X)	(X)	40	3,713	9.7	17.7	3.6	4.2	4.8
Los Angeles, Calif.	(X)	(X)	122	29,376	3.8	53.2	28.5	35.3	29.0
Pasadena, Calif.	(X)	(X)	8	(D)	(D)	(D)	(D)	1.3	1.2
Louisville, Ky.-Ind.	43	10,588	19	8,890	-2.0	10.2	84.0	90.6	(D)
Memphis, Tenn.	43	7,315	17	5,718	-11.8	-20.6	78.2	80.7	(D)
Miami, Fla.	601	117,799	69	9,603	4.9	19.4	8.2	11.4	16.6
Milwaukee, Wis.	66	15,866	23	9,579	-1.2	-1.0	60.4	59.9	(NA)
Minneapolis-St. Paul, Minn.	156	30,571	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Minneapolis, Minn.	(X)	(X)	55	20,365	37.4	(NA)	66.6	64.6	(NA)
St. Paul, Minn.	(X)	(X)	20	5,386	10.6	30.3	17.6	21.2	(NA)
Mobile, Ala.	13	2,123	8	1,920	-9.0	(D)	90.4	99.1	(D)
Montgomery, Ala.	7	1,666	6	(D)	(D)	(D)	(D)	(D)	(D)
Nashville, Tenn.	33	4,431	16	4,107	-5.1	1.2	92.7	91.0	(D)
New Bedford, Mass.	4	(D)	4	(D)	(D)	(D)	(D)	(D)	(NA)
New Haven, Conn.	27	2,227	10	1,359	-7.9	-4.5	61.0	60.9	(NA)
New Orleans, La.	94	21,559	50	18,615	19.1	78.8	86.3	89.8	75.6
New York, N.Y.	845	366,653	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Brooklyn, N.Y.	(X)	(X)	6	1,679	-5.0	6.9	0.5	0.6	(NA)
New York, N.Y. (Manhattan)	(X)	(X)	246	265,723	13.7	27.0	72.5	73.2	(NA)
Yonkers, N.Y.	(X)	(X)	1	(D)	(D)	(D)	(D)	(D)	(NA)
Newark, N.J.	91	14,473	20	6,314	90.9	107.4	43.6	(D)	(NA)
Norfolk-Portsmouth, Va. ¹	105	5,762	20	1,983	13.1	(NA)	34.4	28.3	(NA)
Oklahoma City, Okla.	117	7,227	38	5,770	-4.2	2.6	79.8	87.0	(NA)
Omaha, Neb.-Iowa	95	9,990	42	5,975	-11.5	-8.3	62.3	73.1	73.5
Paterson-Clifton-Passaic, N.J. ¹	19	1,683	5	(D)	(D)	(D)	(D)	70.9	(NA)
Peoria, Ill.	26	3,336	10	(D)	(D)	(D)	(D)	87.1	(NA)

Standard Notes: . . . Represents zero. (D) Withheld to avoid disclosure. (NA) Not available. (X) Not applicable.

¹Central business district data are limited to the city underscored.

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Table 5.-HOTELS: 1958-SELECTED STANDARD METROPOLITAN STATISTICAL AREAS AND CENTRAL BUSINESS DISTRICTS-Continued

Standard metropolitan statistical area and city	Standard metropolitan statistical area		Central business district				Percent of standard metropolitan statistical area receipts in central business districts		
	Hotels, 1958 (number)	Receipts, 1958 (\$1,000)	Hotels, 1958 (number)	Receipts, 1958 (\$1,000)	Percent change in receipts		1958	1954	1948
					1954 to 1958	1948 to 1958			
Philadelphia, Pa.-N.J.	237	47,463	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Camden, N.J.	(X)	(X)	3	824	(D)	-21.1	1.7	(D)	3.0
Philadelphia, Pa.	(X)	(X)	65	33,041	46.3	41.8	69.6	62.3	66.7
Phoenix, Ariz.	90	14,987	35	5,263	23.6	30.3	35.1	49.6	53.0
Pittsburgh, Pa.	227	27,302	19	15,862	0.1	7.2	58.1	56.4	58.4
Portland, Oreg.-Wash.	150	12,725	61	9,829	8.2	33.0	77.2	78.2	66.7
Providence, R.I.-Mass.	39	5,597	11	4,626	4.9	-1.0	82.7	78.7	(NA)
Reading, Pa.	46	3,196	6	1,495	0.5	(D)	46.8	58.2	(D)
Richmond, Va.	20	5,935	13	4,843	10.1	(D)	81.6	87.3	(D)
Rochester, N.Y.	29	7,554	14	6,038	-9.6	4.8	79.9	90.9	92.1
Rockford, Ill.	25	2,071	8	591	-23.0	-22.9	-28.5	37.4	(D)
Sacramento, Calif.	135	7,390	103	4,066	-7.7	-21.9	55.0	69.9	93.1
St. Louis, Mo.-Ill.	213	32,409	29	7,977	-15.8	-20.3	24.6	28.9	(NA)
Salt Lake City, Utah	58	6,735	28	3,316	40.0	32.3	49.2	41.7	44.1
San Antonio, Tex.	69	9,763	31	8,906	-1.6	1.7	91.2	95.0	96.6
San Diego, Calif.	187	16,240	72	7,016	17.0	22.6	43.2	36.5	41.7
San Francisco-Oakland, Calif.	730	68,529	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Berkeley, Calif.	(X)	(X)	7	446	-9.7	-17.4	0.7	0.9	1.0
Oakland, Calif.	(X)	(X)	57	2,479	-4.3	0.9	3.6	4.5	4.3
San Francisco, Calif.	(X)	(X)	282	40,550	22.9	21.0	59.2	56.9	59.1
San Jose, Calif.	80	4,153	29	2,081	19.4	(D)	50.1	61.1	(D)
Savannah, Ga.	15	3,670	5	983	37.9	9.8	26.8	27.4	30.5
Scranton, Pa.	51	2,621	8	(D)	(D)	(D)	(D)	79.6	75.1
Seattle, Wash.	332	24,775	92	12,311	3.3	30.1	49.7	58.7	(NA)
Shreveport, La.	35	3,696	19	2,396	1.2	2.1	64.8	92.5	(NA)
South Bend, Ind.	30	2,548	9	2,227	-0.5	(NA)	87.4	(D)	(NA)
Spokane, Wash.	100	9,504	81	8,642	15.2	42.2	90.9	92.0	96.7
Springfield-Holyoke, Mass. ¹	43	5,595	9	2,666	-9.3	(NA)	47.6	51.1	(NA)
Syracuse, N.Y.	60	10,232	12	7,287	6.1	19.9	71.2	79.1	(NA)
Tacoma, Wash.	31	2,279	19	(D)	(D)	(NA)	(D)	73.5	(NA)
Tampa-St. Petersburg, Fla. ¹	236	16,326	7	3,210	39.6	(NA)	19.7	17.4	(NA)
Toledo, Ohio	55	6,273	19	4,115	-10.0	-8.9	65.6	69.0	66.9
Trenton, N.J.	13	3,767	9	(D)	(D)	(D)	(D)	60.7	(D)
Tulsa, Okla.	100	5,439	45	4,526	0.8	35.3	83.2	86.6	(NA)
Utica-Rome, N.Y. ¹	91	4,641	5	(D)	(D)	(D)	(D)	46.4	50.1
Washington, D.C.-Md.-Va.	132	60,365	57	35,681	7.4	21.8	59.1	62.2	70.0
Waterbury, Conn.	12	995	7	889	(D)	6.9	89.3	(D)	(D)
Wichita, Kans.	45	3,969	26	3,733	-7.3	4.2	94.1	76.7	92.3
Wilmington, Del.-N.J.	26	4,120	9	(D)	(D)	(D)	(D)	90.6	82.4
Worcester, Mass.	26	2,249	19	(D)	(D)	(D)	(D)	92.4	(NA)
Youngstown, Ohio	29	2,268	10	1,354	-14.4	-27.4	59.7	71.5	(NA)

Standard Notes: . . . Represents zero. (D) Withheld to avoid disclosure. (NA) Not available. (X) Not applicable.
¹Central business district data are limited to the city underscored.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6.—MOTION PICTURE THEATERS: 1958—CENTRAL BUSINESS DISTRICTS

Standard metropolitan statistical area and city	Motion picture theaters, 1958 (number)	Receipts, 1958 (\$1,000)	Percent change in receipts		Standard metropolitan statistical area and city	Motion picture theaters, 1958 (number)	Receipts, 1958 (\$1,000)	Percent change in receipts	
			1954 to 1958	1948 to 1958				1954 to 1958	1948 to 1958
Akron, Ohio.	6	1,094	-20.2	-28.3	Minneapolis-St. Paul, Minn.:	12	3,990	10.3	5.9
Albany-Schenectady-Troy, N.Y.	3	790	(D)	(D)	Minneapolis, Minn.	6	1,243	-19.5	-32.5
Allentown-Bethlehem-Easton, Pa.-N.J.	5	757	-25.3	-25.9	St. Paul, Minn.	4	(D)	(D)	(D)
Atlanta, Ga.	7	1,994	-16.5	-6.0	Mobile, Ala.	4	626	-38.7	-16.0
Austin, Tex.	6	931	-26.4	-14.6	Montgomery, Ala.	5	(D)	(D)	(D)
Baltimore, Md.	7	1,383	-45.4	-53.6	Nashville, Tenn.	4	505	-39.0	-26.7
Baton Rouge, La.	3	(D)	(D)	(D)	New Bedford, Mass.	5	1,227	-27.3	-34.6
Birmingham, Ala.	9	2,072	-6.3	-10.4	New Haven, Conn.	9	2,262	-44.9	-44.3
Boston, Mass.	19	7,260	-3.4	-9.0	New Orleans, La.				
Bridgeport, Conn.	5	504	-29.6	(NA)	New York, N.Y.:				
Buffalo, N.Y.:					Brooklyn, N.Y.	5	3,118	-28.9	-56.7
Buffalo, N.Y.	10	3,348	-15.7	-20.2	New York, N.Y. (Manhattan).	78	45,002	10.4	9.8
Niagara Falls, N.Y.	2	(D)	(D)	(D)	Yonkers, N.Y.	2	(D)	(D)	(D)
Canton, Ohio.	4	540	(D)	(NA)	Newark, N.J.	12	2,887	-31.5	-42.9
Charlotte, N.C.	5	782	-29.0	-29.0	Norfolk-Portsmouth, Va. ¹	9	1,291	-13.5	(NA)
Chattanooga, Tenn.-Ga.	5	789	-40.4	-21.2	Oklahoma City, Okla.	9	1,284	-11.8	-12.4
Chicago, Ill.	21	11,705	-28.9	-17.4	Omaha, Nebr.-Iowa	42	965	-34.8	-37.7
Cincinnati, Ohio-Ky.	10	2,538	-13.1	-30.1	Patterson-Clifton-Passaic, N.J. ¹	3	614	(D)	-63.8
Cleveland, Ohio.	15	3,990	2.9	-20.4	Peoria, Ill.	3	(D)	(D)	(D)
Columbus, Ohio	6	1,336	-29.3	-39.6	Philadelphia, Pa.-N.J.:				
Corpus Christi, Tex.	3	(D)	(D)	(D)	Camden, N.J.	4	697	-33.2	-55.5
Dallas, Tex.	8	2,467	-12.2	-9.5	Philadelphia, Pa.	18	7,400	-36.4	-17.1
Dayton, Ohio	8	1,200	-34.4	-48.4	Phoenix, Ariz.	5	1,410	-10.5	9.0
Denver, Colo.	10	3,102	-19.4	-11.4	Oklahoma City, Okla.	5	2,191	-48.8	-48.9
Des Moines, Iowa	3	(D)	(D)	(D)	Portland, Oreg.-Wash.	10	1,647	-37.3	-51.0
Detroit, Mich.	14	6,850	-20.0	8.2	Providence, R.I.-Mass.	5	1,413	14.7	-35.7
El Paso, Tex.	5	(D)	(D)	(D)	Reading, Pa.	4	813	(D)	-49.5
Erie, Pa.	4	(D)	(D)	(D)	Richmond, Va.	6	1,205	-22.4	-34.6
Evansville, Ind.-Ky.	4	(D)	(D)	(D)	Rochester, N.Y.	6	1,659	-27.5	-49.0
Fall River, Mass.-R.I.	4	373	-28.7	-70.3	Rockford, Ill.	3	599	-24.4	-47.2
Flint, Mich.	5	(D)	(D)	(D)	Sacramento, Calif.	12	2,027	-21.0	-14.4
Fort Wayne, Ind.	6	(D)	(D)	(D)	St. Louis, Mo.-Ill.	7	1,529	-43.5	-36.1
Fort Worth, Tex.	6	(D)	(D)	(D)	Salt Lake City, Utah	6	2,023	8.6	-17.2
Fresno, Calif.	6	1,062	-24.0	-40.2	San Antonio, Tex.	10	2,657	-2.6	-12.0
Gary-Hammond-East Chicago, Ind.:					San Diego, Calif.	13	4,184	-2.8	23.9
Gary, Ind.	2	(D)	(D)	(D)	San Francisco-Oakland, Calif.:				
Hammond, Ind.	1	(D)	(D)	(D)	Berkeley, Calif.	4	718	-14.9	-16.3
Grand Rapids, Mich.	5	794	-37.1	-41.4	Oakland, Calif.	10	2,802	-20.3	-39.0
Hartford, Conn.	3	(D)	(D)	(D)	Oakland, Calif.	27	6,772	-22.1	-5.6
Honolulu, Hawaii	4	1,149	-6.4	-4.5	San Jose, Calif.	8	1,742	0.2	-9.5
Houston, Tex.	7	2,247	-27.2	-17.1	Savannah, Ga.	4	910	-9.1	-3.0
Indianapolis, Ind.	9	2,297	-15.2	-19.5	Scranton, Pa.	3	(D)	(D)	(D)
Jacksonville, Fla.	5	(D)	(D)	(D)	Seattle, Wash.	11	2,408	-8.1	-16.9
Kansas City, Mo.-Kans.:					Shreveport, La.	4	(D)	(D)	(D)
Kansas City, Kans.	2	(D)	(D)	(D)	South Bend, Ind.	5	765	(D)	(NA)
Kansas City, Mo.	7	1,964	-30.1	-23.3	Spokane, Wash.	8	791	(D)	-46.2
Knoxville, Tenn.	3	705	(D)	(NA)	Springfield-Holyoke, Mass. ¹	7	1,250	-20.8	(NA)
Little Rock-North Little Rock, Ark. ¹	6	766	-16.4	-3.6	Syracuse, N.Y.	5	1,544	-19.8	-41.6
Los Angeles-Long Beach, Calif.:					Tacoma, Wash.	7	(D)	(D)	(NA)
Glendale, Calif.	5	843	-0.5	(NA)	Tampa-St. Petersburg, Fla. ¹	3	(D)	(D)	(NA)
Long Beach, Calif.	9	2,470	2.8	1.3	Toledo, Ohio	10	1,480	-15.7	-35.2
Los Angeles, Calif.	30	5,811	-26.5	-43.0	Trenton, N.J.	7	(D)	(D)	(D)
Pasadena, Calif.	3	768	-14.9	-19.1	Tulsa, Okla.	6	708	-46.4	-53.2
Louisville, Ky.-Ind.	9	2,011	-20.8	-29.7	Utica-Rome, N.Y.	4	723	-14.2	-37.5
Memphis, Tenn.	7	1,454	-20.4	-27.9	Washington, D.C.-Md.-Va.	13	4,876	-14.6	-9.0
Miami, Fla.	6	(D)	(D)	(D)	Waterbury, Conn.	3	(D)	(D)	(D)
Milwaukee, Wis.	7	2,743	-4.3	-29.6	Wichita, Kans.	9	(D)	(D)	(D)
					Wilmington, Del.-N.J.	7	947	-25.1	-34.9
					Worcester, Mass.	5	971	(D)	-54.3
					Youngstown, Ohio.	5	1,111	-17.4	-37.5

Standard Notes: . . . Represents zero.

¹Data are limited to the city underscored.

(D) Withheld to avoid disclosure.

(NA) Not available.

The following tabulation provides data for the 10 largest Central Business Districts (CBD's) and for the 10 largest Major Retail Centers (MRC's) having a planned shopping center as the core of the MRC.

The 97 individual reports in the CBD series provide data for a total of 109 CBD's in

cities having a population of 100,000 or more as of the latest official Census prior to 1958. These reports also provide data for a total of 472 MRC's, including the 10 shown in this tabulation. It should be noted that these are not the 10 largest of all the MRC's, for which data are provided. See "Delineation of the Major Retail Centers" on page 3 for a complete explanation of how MRC's were delineated.

Table 7.—RETAIL STORES: 1958—LARGEST CENTRAL BUSINESS DISTRICTS AND MAJOR RETAIL CENTERS HAVING A PLANNED CENTER—RANKED BY TOTAL SALES

District or center and city	Standard metropolitan statistical area	Sales rank	Retail stores, total		Convenience goods stores		Shopping goods stores		All other stores	
			Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
LARGEST CENTRAL BUSINESS DISTRICTS										
New York, N.Y.	New York, N.Y.	1	10,749	2,409,359	4,137	653,119	3,276	1,298,232	3,336	458,008
Chicago, Ill.	Chicago, Ill.	2	2,020	698,344	602	138,874	696	459,702	722	99,768
Philadelphia, Pa.	Philadelphia, Pa.	3	2,623	605,399	1,046	107,797	795	398,552	782	99,050
San Francisco, Calif.	San Francisco-Oakland, Calif.	4	2,193	455,281	1,050	114,662	440	259,516	703	81,103
Boston, Mass.	Boston, Mass.	5	1,486	403,383	548	66,977	444	280,063	494	56,343
Washington, D.C.	Washington, D.C.	6	1,373	395,903	553	79,083	417	246,791	403	70,029
Los Angeles, Calif.	Los Angeles-Long Beach, Calif.	7	1,460	365,345	560	72,184	380	239,135	520	54,026
Cleveland, Ohio	Cleveland, Ohio	8	962	360,207	436	52,440	240	241,998	286	65,769
Houston, Tex.	Houston, Tex.	9	1,197	356,689	481	45,654	243	154,241	473	156,794
Detroit, Mich.	Detroit, Mich.	10	1,097	331,039	542	48,519	278	249,404	277	33,116
LARGEST MAJOR RETAIL CENTERS HAVING A PLANNED CENTER										
Northland, Detroit.	Detroit, Mich.	1	76	92,501	10	7,197	51	83,720	15	1,584
Lakewood, Lakewood.	Los Angeles-Long Beach, Calif.	2	66	59,008	18	13,831	32	36,158	16	9,019
Eastland, Detroit.	Detroit, Mich.	3	63	50,630	11	5,437	41	44,510	11	683
Westchester, Los Angeles.	Los Angeles-Long Beach, Calif.	4	138	46,633	37	20,252	53	19,616	48	6,765
Capitol Court, Milwaukee.	Milwaukee, Wis.	5	85	46,583	25	12,022	33	29,872	27	4,689
Country Club Plaza, Kansas City	Kansas City, Mo.-Kans.	6	92	45,435	21	9,632	41	30,970	30	4,833
Garden State, Paramus	Paterson-Clifton-Passaic, N.J.	7	64	44,928	13	5,541	35	36,569	16	2,818
Old Orchard, Skokie	Chicago, Ill.	8	41	42,195	11	5,728	24	35,476	6	991
Roosevelt Field, Garden City.	New York, N.Y.	9	65	41,698	17	6,485	39	34,054	9	1,159
Cross County, Yonkers	New York, N.Y.	10	54	40,458	8	2,141	30	35,649	18	2,668

Standard Notes: . . . Represents zero. (D) Withheld to avoid disclosure. (NA) Not available.

APPENDIX 1

Procedures and Definitions

CENSUS DISCLOSURE RULES

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

KINDS OF BUSINESS COVERED

This report covers all establishments (except nonstore retailers) included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification Manual (1957 edition) issued under the auspices of the Bureau of the Budget, Executive Office of the President. This report includes, in addition to retail trade establishments, hotels and motion picture theaters, parts of major groups 70 and 78 of the SIC Manual.

Retail Trade, as defined in the SIC Manual, and as covered in the 1958 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Data for nonstore retailers—mail order houses, direct selling (house-to-house) organizations, and merchandise vending machine operators—have been excluded from the tabulations in this report, but are contained in other publications of the 1958 Census of Business, such as the Area Report Series.

METHOD OF ENUMERATION

For purposes of coverage in the 1958 Census of Business, retail establishments were divided into two categories—those with some paid employment during 1958, i.e., the "employer" universe, and those with no paid employment during 1958, i.e., the "nonemployer" universe. The method of obtaining census information for these two groups is described below.

Enumeration of "Employers."—Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i.e., employers of one or more persons) and which were classified in the records of the Bureau of Old-Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, and mineral industries. Also included were those classified in major groups 70 (except 702 and 704), 72, 73, 75, 76, 78, and 79 of the service industries portion of the SIC Manual, and in public warehousing, SIC major group 42, except 421. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to mailing of census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used), but its census classification was determined by replies to questions on the census report form.

Enumeration of "Nonemployers."—This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was derived from the 1958 Federal income tax returns. Information was compiled from only one-half of these cases and census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume.

Included in this segment were only those nonemployer establishments which reported a sales volume of \$2,500 or more during 1958. Nonemployer establishments reporting a sales volume of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

COMPARISON OF THE 1954 AND 1958 CENSUSES

In all major respects, the 1954 and 1958 Censuses were conducted under similar conditions and procedures. Strict comparability in the data

for the two censuses is limited by the following factors:

1. The physical area of a number of urban places in the 1958 Census is not the same as it was in 1954 because of annexations and other boundary changes which have occurred since the 1954 Census. This factor should be taken into consideration in evaluating changes in census findings from 1954, as in each census the statistics for urban places are in accordance with the boundaries for those places in the census year.

2. Whereas in the 1954 Census, "leased departments" (businesses operated as departments of a retail business, under different ownership) were counted as separate establishments and separately classified by kind of business, in the 1958 Census they have been combined with the retail business in which located. As a result, it is anticipated that the count of establishments will be approximately 25,000 less in the 1958 Census than would have been the case if the 1954 Census procedure had been followed. In addition, there will be some redistribution in the data among the various kinds of business categories (e.g., the figures for a leased shoe department located in a department store which were tabulated in the "shoe store" kind of business in 1954 are included with "department store" figures in the 1958 Census). Leased departments in the 1954 Census reported sales of approximately one billion dollars.

3. Revisions made in the 1957 edition of the SIC Manual have necessitated the following changes in establishment classifications used in the 1954 Census:

- a. Musical instrument stores and music and record shops have been shifted to the kind-of-business group "Furniture, Home Furnishings, Equipment Stores" from the group "Other Retail Stores."

- b. Antique stores have been shifted to the group "Other Retail Stores" from the group "Furniture, Home Furnishings, Equipment Stores."

4. Both the 1954 and 1958 Censuses excluded those businesses with no paid employment which had sales volume of less than \$2,500 in the census year. To the extent that price increases since 1954 resulted in increases in the dollar volume of sales, the 1958 Census includes stores with a lesser physical volume of business than were included in the 1954 Census. While the exact magnitude of this phenomenon is unknown, the effect on total volume of retail sales undoubtedly is only a fraction of one percent and probably has little effect on the number of stores included in the census.

Both the 1954 and 1958 Censuses include data for some "nonemployer" establishments in the group totals but not in the detailed kinds-of-business totals due to limitation of classification information on the Federal tax returns. In the 1954 data, all major groups (i.e., SIC 2 digit) included some such establishments. In 1958 only two major groups—SIC 53, General Merchandise Group, and SIC 56, Apparel, Accessory Stores—included such establishments. In neither census was it found feasible to classify any "nonemployer" establishments as "Ready-to-wear stores (SIC 562)" or "Family clothing stores (SIC 565)" and, in the 1954 Census, it similarly was not found feasible to change any "nonemployer" establishment as "Men's, boys' apparel stores, custom tailors (SIC 561, 567)"; "Furniture stores (SIC 5712)"; or "Other home furnishings stores (SIC 5713-15, 5719)." Such stores were classified only at the major group level.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities, for which different industry classification codes were appropriate, were conducted under the same ownership at a single location, and where conditions prescribed by the SIC Manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the censuses.

In the case of leased departments, i.e., where separately owned businesses are operated as departments of a retail business under another ownership (e.g., a separately owned shoe department store) only a single establishment, combining leased departments with the retail establishment in which they are located, is recognized for 1958 Census purposes.

The "number of establishments" shown in this report is the number in business at the end of the census year.

Sales.—Sales include the total of merchandise sold, and receipts from repairs and from other

services to customers, whether or not payment was received in 1958. Sales are normally recorded net of deductions for refunds and allowances for merchandise returned by customers. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes and Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade. Although the count of establishments as tabulated in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, entire year.—Payroll includes salaries, wages, commissions, bonuses, vacation allowances, and the value of payments in kind (such as free meals, lodgings, etc.) paid during the year to all employees. Gratuities received by employees from patrons are not included. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15.—This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1958. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15.—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15, but not proprietors or partners of unincorporated businesses.

"Full workweek" employees.—"Full workweek" employees includes employees, whether regular or seasonal, who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

KIND-OF-BUSINESS CLASSIFICATIONS

Establishments covered by the 1958 Census were assigned a kind-of-business classification in accordance with the provisions of the 1957 edition of the SIC Manual. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

As noted in the section on "Method of Enumeration," the 1958 Census findings are based on reports from two different sources. "Employer" establishments were canvassed by mail and were required to complete report forms especially designed for this census. "Nonemployer" establishments, however, were included in the census on the basis of information supplied on the 1958 Federal income tax report. Because of the nature of the information available on the tax form, the kind-of-business classifications based on that form represent primarily "self-designation." In some cases this information was adequate for classification at the kind-of-business group level but not for detailed kinds of business. (See "Comparisons of the 1954 and 1958 Censuses," above.)

The classifications based on the census forms, on the other hand, reflect the information on the commodity "composition" of the establishment as revealed by the census classification inquiries. The effect of the two different sources on uniformity of classification, as reflected in the measurement of dollar volume of sales is minor. In total, the "nonemployer" establishments account for less than 10 percent of retail sales

and, in most cases, it is likely that the "self-designated" classification would be consistent with that derived from more comprehensive information.

The data in this report for two major SIC groups, 55 and 59, have been subdivided, making it necessary to arrive at SIC major group totals by addition (see description below for these major groups). In addition, data for that part of SIC group 53 which relates to nonstore retailers are not included in this report.

Lumber, Building Materials, Hardware, Farm Equipment Dealers (SIC Major Group 52)

Establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other supplies and equipment for home construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public.

Hardware stores (SIC 5251).—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials. These establishments may also sell farm implements.

General Merchandise Group (SIC Major Group 53, Except For "Nonstore Retailers")

This group includes all establishments within SIC major group 53—"General Merchandise" except for "nonstore" establishments.

The data for establishments in this group in the 1958 Census of Business as compared with the 1954 Census of Business are affected by the treatment in 1958, of leased departments as parts of the establishment within which they operate rather than as separate establishments. The data for department stores are most affected by this change.

Department stores (SIC 531).—Establishments normally employing 25 or more people and engaged in selling some items in each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets
2. A general line of apparel for the family
3. Household linen and dry goods

An establishment with total sales of less than \$5,000,000, in which sales of any one of these groupings is greater than 80% of total sales, is not classified as a department store.

An establishment with total sales of \$5,000,000 or more is classified as a department store even if sales of one of the groups described

above is more than 80% of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Limited price variety stores (SIC 533).—Establishments primarily selling a variety of merchandise in the low and popular price ranges, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of all stores in this category is primarily based on self-designation by the store operators. The self-designation was supplemented by the addition to the 1958 Census report form of a question on food sales, the answers to which resulted in removing from this category a significant number of smaller establishments included under this heading in the 1954 tabulations.

Food Stores (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58), and stores primarily engaged in selling packaged beers and liquors are classified separately as "liquor stores."

Automotive Dealers (SIC Major Group 55, Except 554)

NOTE: This group does not include establishments primarily engaged in selling trucks and motorized industrial equipment. Such establishments are included in the Wholesale Trade portion of the Census of Business.

Passenger car dealers, franchised and non-franchised (SIC 551, 552).—Establishments primarily selling new automobiles, or new and used automobiles and trucks. These establishments frequently operate repair shops and used car lots and may carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair shops operated by franchised dealers are not recognized as separate establishments. Data for such operations are consolidated in this category with other data for franchised passenger car dealers. Establishments primarily selling used cars and trucks and not holding a franchise for the sale of new passenger cars are also included.

Tire, battery, accessory dealers (SIC 553).—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and automobile parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "secondhand stores," (SIC 5933-5939).

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and other automotive petroleum products. Establishments called garages but deriving the larger part of receipts from gasoline and oil sales are included.

Apparel, Accessory Stores (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are the establishments which meet the criteria for department stores or general merchandise stores (SIC 531 and part of 5392), even though most of their receipts are from the sale of apparel and apparel accessories.

Men's, boys' apparel stores, custom tailors (SIC 561 and 5671).—Establishments primarily engaged in selling men's and boys' outerwear and furnishings such as shirts, hats, underwear, hosiery, etc. Also included are establishments primarily engaged in the making and selling of outerwear to individual order from stocks of material carried in their inventory.

Women's clothing, specialty stores (SIC 562, 563, 568).—Establishments primarily selling women's apparel and apparel accessories of all types, including women's ready-to-wear stores, furriers, and the various specialty shops.

Women's ready-to-wear stores (SIC 562).—Establishments primarily selling women's and girls' apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80% or more of total sales, (2) sales of all women's and girls' apparel are 3 or more times the sales of all men's and boys' apparel, and (3) sales of women's and girls' coats, suits, and dresses are at least one-third of sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as custom tailors (SIC 567).

Family clothing stores (SIC 565).—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in

the definition for general merchandise group stores) account for 80% or more of their total sales, (2) sales of all women's and girls' apparel items are not more than 3 times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than 3 times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566).—Establishments primarily selling shoes. Included are the men's shoe stores; women's shoe stores; family shoe stores; and children's, juveniles' shoe stores.

Furniture, Home Furnishings, Equipment Stores (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops, kinds of business which in the 1954 Census of Business were included in the group "Other Retail Stores." Antique stores, which in the 1954 Census were included in this group are now included with "Other Retail Stores."

Furniture stores (SIC 5712).—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, record players, and radio and TV sets, provided the receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.

Other home furnishings stores (SIC 571 except 5712).—Establishments primarily selling home furnishings other than household furniture, mattresses, springs, and other sleep equipment. Included are stores primarily engaged in selling such lines of home furnishings as floor coverings; drapery, curtains, slip covers, upholstery materials; china, glassware, metalware; lamps and lampshades, blinds and window shades; etc.

Household appliances, radio, TV stores (SIC 572 and 5732).—Establishments primarily engaged in selling household appliances (such as electric and gas refrigerators, stoves, vacuum cleaners, washing machines and dryers, freezers, electric irons, percolators, hot plates, etc.) and radios, television sets, and record players. The retail establishments (primarily engaged in the sale of electric and gas appliances for household use) operated by public utility firms are included in this category.

Music stores (SIC 5733).—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, drums, xylo-

phones, etc. Also those establishments primarily selling phonograph records and albums.

Eating Places (SIC 5812)

Establishments primarily engaged in selling prepared foods and drinks for consumption on their own premises.

Drinking Places (SIC 5813)

Establishments primarily engaged in selling drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on their own premises.

Drug Stores, Proprietary Stores (SIC 591)

Establishments which sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. Those stores which sell prescriptions are classified as drug stores, the remainder as proprietary stores.

Other Retail Stores (SIC Major Group 59, Except SIC 591)

Liquor stores (SIC 592), also government-operated liquor stores (SIC Major Group 92 and 93).—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whisky for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included. Stores primarily selling prepared drinks for consumption on the premises are not included in this category but are classified with drinking places (SIC 5813).

Book stores (SIC 5942).—Establishments primarily selling new books and periodicals.

Stationery stores (SIC 5943).—Establishments primarily selling stationery items, such as writing

paper, tablets, accounting forms, legal forms, greeting cards, post cards, and school and office supplies.

Sporting goods stores (SIC 5952).—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports, and gymnasium and playground equipment.

Bicycle shops (SIC 5953).—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597).—Establishments primarily selling any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992).—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business.

DATA FOR MAJOR RETAIL CENTERS

Due to the relatively small number of establishments in the Major Retail Centers, sales figures are shown only for--

1. Retail stores, total.
2. Convenience goods stores, i.e., Food stores (SIC 54), Eating and drinking places (SIC 58), and Drug, proprietary stores (SIC 591).
3. Shopping goods stores, i.e., General merchandise stores (SIC 53 pt.), Apparel, accessory stores (SIC 56), and Furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 599).

APPENDIX 2

Selected Standard Metropolitan Statistical Areas

(Area titles and definitions of selected standard metropolitan statistical areas in the continental United States and in Hawaii, established by the Bureau of the Budget as of June 30, 1959)

Akron, Ohio.....	Coextensive with Summit County, Ohio.
Albany-Schenectady-Troy, N. Y.....	Consists of Albany, Rensselaer, Saratoga, and Schenectady Counties, N. Y.
Allentown-Bethlehem-Easton, Pa. -N. J..	Consists of Lehigh and Northampton Counties, Pa., and Warren County, N. J.
Atlanta, Ga.....	Consists of Clayton, Cobb, De Kalb, Fulton, and Gwinnett Counties, Ga.
Austin, Tex.....	Coextensive with Travis County, Tex.
Baltimore, Md.....	Consists of Baltimore city and Anne Arundel, Baltimore, Carroll, and Howard Counties, Md.
Baton Rouge, La.....	Coextensive with East Baton Rouge Parish, La.
Birmingham, Ala.....	Coextensive with Jefferson County, Ala.
Boston, Mass.....	Consists of all of Suffolk County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Arlington, Ashland, Bedford, Belmont, Burlington, Concord, Framingham, Lexington, Lincoln, Natick, North Reading, Reading, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Beverly, Lynn, Peabody, and Salem cities, and Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Quincy city, and Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Holbrook, Medfield, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Walpole, Wellesley, Westwood, and Weymouth towns in Norfolk County; and Duxbury, Hanover, Hingham, Hull, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County, Mass.
Bridgeport, Conn.....	Consists of Bridgeport and Shelton cities, and Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Milford town in New Haven County, Conn.
Buffalo, N. Y.....	Consists of Erie and Niagara Counties, N. Y.
Canton, Ohio.....	Coextensive with Stark County, Ohio.
Charlotte, N. C.....	Coextensive with Mecklenburg County, N. C.
Chattanooga, Tenn. -Ga.....	Consists of Hamilton County, Tenn., and Walker County, Ga.
Chicago, Ill.....	Consists of Cook, Du Page, Kane, Lake, McHenry, and Will Counties, Ill.
Cincinnati, Ohio-Ky.....	Consists of Hamilton County, Ohio, and Campbell and Kenton Counties, Ky.
Cleveland, Ohio.....	Consists of Cuyahoga and Lake Counties, Ohio.
Columbus, Ohio.....	Coextensive with Franklin County, Ohio.
Corpus Christi, Tex.....	Coextensive with Nueces County, Tex.
Dallas, Tex.....	Consists of Collin, Dallas, Denton, and Ellis Counties, Tex.
Dayton, Ohio.....	Consists of Greene, Miami, and Montgomery Counties, Ohio.
Denver, Colo.....	Consists of Adams, Arapahoe, Boulder, Denver, and Jefferson Counties, Colo.
Des Moines, Iowa.....	Coextensive with Polk County, Iowa.
Detroit, Mich.....	Consists of Macomb, Oakland, and Wayne Counties, Mich.
El Paso, Tex.....	Coextensive with El Paso County, Tex.
Erie, Pa.....	Coextensive with Erie County, Pa.
Evansville, Ind. -Ky.....	Consists of Vanderburgh County, Ind., and Henderson County, Ky.
Fall River, Mass. -R. I.....	Consists of Fall River city, and Somerset, Swansea, and Westport towns in Bristol County, Mass.; and Tiverton town in Newport County, R. I.
Flint, Mich.....	Coextensive with Genesee County, Mich.
Fort Wayne, Ind.....	Coextensive with Allen County, Ind.
Fort Worth, Tex.....	Consists of Johnson and Tarrant Counties, Tex.
Fresno, Calif.....	Coextensive with Fresno County, Calif.
Gary-Hammond-East Chicago, Ind.....	Consists of Lake and Porter Counties, Ind.
Grand Rapids, Mich.....	Coextensive with Kent County, Mich.
Hartford, Conn.....	Consists of Hartford city, and Avon, Bloomfield, Canton, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Manchester, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County; Cromwell town in Middlesex County; and Vernon town in Tolland County, Conn.
Honolulu, Hawaii.....	Coextensive with Honolulu County, Hawaii.
Houston, Tex.....	Coextensive with Harris County, Tex.
Indianapolis, Ind.....	Coextensive with Marion County, Ind.
Jacksonville, Fla.....	Coextensive with Duval County, Fla.
Kansas City, Mo. -Kans.....	Consists of Clay and Jackson Counties, Mo., and Johnson and Wyandotte Counties, Kans.
Knoxville, Tenn.....	Consists of Anderson, Blount, and Knox Counties, Tenn.
Little Rock-North Little Rock, Ark.....	Coextensive with Pulaski County, Ark.
Los Angeles-Long Beach, Calif.....	Consists of Los Angeles and Orange Counties, Calif.
Louisville, Ky. -Ind.....	Consists of Jefferson County, Ky., and Clark and Floyd Counties, Ind.
Memphis, Tenn.....	Coextensive with Shelby County, Tenn.
Miami, Fla.....	Coextensive with Dade County, Fla.
Milwaukee, Wis.....	Consists of Milwaukee and Waukesha Counties, Wis.
Minneapolis-St. Paul, Minn.....	Consists of Anoka, Dakota, Hennepin, Ramsey, and Washington Counties, Minn.
Mobile, Ala.....	Coextensive with Mobile County, Ala.
Montgomery, Ala.....	Coextensive with Montgomery County, Ala.
Nashville, Tenn.....	Coextensive with Davidson County, Tenn.
New Bedford, Mass.....	Consists of New Bedford city, and Acushnet, Dartmouth, and Fairhaven towns in Bristol County; and Marion and Mattapoisett towns in Plymouth County, Mass.
New Haven, Conn.....	Consists of New Haven city, and Branford, East Haven, Guilford, Hamden, North Haven, Orange, West Haven, and Woodbridge towns in New Haven County, Conn.
New Orleans, La.....	Consists of Jefferson, Orleans, and St. Bernard Parishes, La.
New York, N. Y.....	Consists of New York City, and Nassau, Rockland, Suffolk, and Westchester Counties, N. Y.
Newark, N. J.....	Consists of Essex, Morris, and Union Counties, N. J.

Norfolk-Portsmouth, Va.....	Consists of Norfolk, South Norfolk, Portsmouth, and Virginia Beach cities, and Norfolk and Princess Anne Counties, Va.
Oklahoma City, Okla.....	Consists of Cleveland and Oklahoma Counties, Okla.
Omaha, Nebr.-Iowa.....	Consists of Douglas and Sarpy Counties, Nebr., and Pottawattamie County, Iowa
Paterson-Clifton-Passaic, N. J.....	Consists of Bergen and Passaic Counties, N. J.
Peoria, Ill.....	Consists of Peoria and Tazewell Counties, Ill.
Philadelphia, Pa.-N. J.....	Consists of Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pa., and Burlington, Camden, and Gloucester Counties, N. J.
Phoenix, Ariz.....	Coextensive with Maricopa County, Ariz.
Pittsburgh, Pa.....	Consists of Allegheny, Beaver, Washington, and Westmoreland Counties, Pa.
Portland, Oreg.-Wash.....	Consists of Clackamas, Multnomah, and Washington Counties, Oreg., and Clark County, Wash.
Providence, R. I.-Mass.....	Consists of Central Falls, Cranston, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, East Providence, Johnston, Lincoln, North Providence, North Smithfield, and Smithfield towns in Providence County, R. I.; Narragansett and North Kingstown towns in Washington County, R. I.; Warwick city, and Coventry, East Greenwich, and West Warwick towns in Kent County, R. I.; all of Bristol County, R. I.; and Jamestown town in Newport County, R. I. Also, Attleboro city, and North Attleboro and Seekonk towns in Bristol County, Mass.; Bellingham, Franklin, Plainville, and Wrentham towns in Norfolk County, Mass.; and Blackstone and Millville towns in Worcester County, Mass.
Reading, Pa.....	Coextensive with Berks County, Pa.
Richmond, Va.....	Consists of Richmond city, and Chesterfield and Henrico Counties, Va.
Rochester, N. Y.....	Coextensive with Monroe County, N. Y.
Rockford, Ill.....	Coextensive with Winnebago County, Ill.
Sacramento, Calif.....	Coextensive with Sacramento County, Calif.
St. Louis, Mo.-Ill.....	Consists of St. Louis city, and Jefferson, St. Charles, and St. Louis Counties, Mo.; and Madison and St. Clair Counties, Ill.
Salt Lake City, Utah.....	Coextensive with Salt Lake County, Utah
San Antonio, Tex.....	Coextensive with Bexar County, Tex.
San Diego, Calif.....	Coextensive with San Diego County, Calif.
San Francisco-Oakland, Calif.....	Consists of Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Solano Counties, Calif.
San Jose, Calif.....	Coextensive with Santa Clara County, Calif.
Savannah, Ga.....	Coextensive with Chatham County, Ga.
Scranton, Pa.....	Coextensive with Lackawanna County, Pa.
Seattle, Wash.....	Consists of King and Snohomish Counties, Wash.
Shreveport, La.....	Consists of Bossier and Caddo Parishes, La.
South Bend, Ind.....	Coextensive with St. Joseph County, Ind.
Spokane, Wash.....	Coextensive with Spokane County, Wash.
Springfield-Holyoke, Mass.....	Consists of Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Longmeadow, Ludlow, Monson, Palmer, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Easthampton, Hadley, and South Hadley towns in Hampshire County; and Warren town in Worcester County, Mass.
Syracuse, N. Y.....	Consists of Madison, Onondaga, and Oswego Counties, N. Y.
Tacoma, Wash.....	Coextensive with Pierce County, Wash.
Tampa-St. Petersburg, Fla.....	Consists of Hillsborough and Pinellas Counties, Fla.
Toledo, Ohio.....	Coextensive with Lucas County, Ohio
Trenton, N. J.....	Coextensive with Mercer County, N. J.
Tulsa, Okla.....	Consists of Creek and Tulsa Counties, Okla.
Utica-Rome, N. Y.....	Consists of Herkimer and Oneida Counties, N. Y.
Washington, D. C.-Md.-Va.....	Consists of Washington, D. C.; Alexandria and Falls Church cities, and Arlington and Fairfax Counties, Va.; and Montgomery and Prince Georges Counties, Md.
Waterbury, Conn.....	Consists of Waterbury city, Naugatuck borough, and Beacon Falls, Cheshire, Middlebury, Prospect, and Wolcott towns in New Haven County; and Thomaston and Watertown towns in Litchfield County, Conn.
Wichita, Kans.....	Coextensive with Sedgwick County, Kans.
Wilmington, Del.-N. J.....	Consists of New Castle County, Del., and Salem County, N. J.
Worcester, Mass.....	Consists of Worcester City, and Auburn, Berlin, Boylston, Brookfield, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Shrewsbury, Spencer, Sutton, Upton, Westborough, and West Boylston towns in Worcester County, Mass.
Youngstown, Ohio.....	Consists of Mahoning and Trumbull Counties, Ohio.

APPENDIX 3

Central Business Districts

- Akron (Ohio) CBD - Consists of tract A-3a.
Boundaries: Beech, Howard, Federal, Perkins, Summit, Park, Erie R.R., Exchange, Broadway, Cedar, Locust, Ash, Ohio Canal, Market, Canal St.
- Albany (N. Y.) CBD - Consists of tracts A-11, A-12.
Boundaries: Tivoli, Broadway, Manor, Erie Blvd., North Ferry, Water, Lawrence, Hudson River, Madison Ave., Pearl, Hudson Ave., Eagle, Lancaster, Hawk, Chestnut, Dove, Washington, Lark, Spruce, Dove, Sheridan, North Pearl.
- Allentown (Pa.) CBD - Consists of tract 11.
Boundaries: Turner, Church, Linden, Penn, Walnut, 8th, Maple, 12th, Court, 9th, Linden, Hall.
- Atlanta (Ga.) CBD - Consists of tracts F-19, F-27, F-35.
Boundaries: North Ave., Piedmont Ave., Currier, Courtland, Edgewood, Butler, Georgia R.R., Oakland Ave., Memorial Dr., Fair, Walker, Nelson, Elliott, Block Pl., Elliott, Simpson, Southern R.R., Cain, Luckie, Cain, Williams.
- Austin (Tex.) CBD - Consists of tract 11.
Boundaries: West 12th, East 12th, East Ave., U.S. Highway 181, Colorado River, Shoal Creek.
- Baltimore, (Md.) CBD - Consists of tract 4-1, excluding Lexington Market.
Boundaries: W. Franklin, Guilford Ave., Bath, W. Falls Ave., N.W. branch of Patapsco River, Pratt, Paca, Mulberry, Eutaw.
- Baton Rouge (La.) CBD - Consists of tract 12.
Boundaries: Baton Rouge Expressway, N. 9th, North Blvd., Mississippi River, approach to Baton Rouge Expressway across Capitol Lake.
- Berkeley (Calif.) CBD - Consists of tracts 5A and 5E.
Boundaries: Cedar, Spruce, Hearst, Oxford, Allston Way, Fulton, Dwight Way Grove St.
- Birmingham (Ala.) CBD - Consists of tracts 27 and 28A.
Boundaries: 8th Ave., 25th St., AGS railroad and L and N railroad, 12th St.
- Boston (Mass.) CBD - Consists of tracts F-3, F-6, G-1, G-2, G-3, G-4.
Boundaries: Traverse, Canal, Blackstone, Hanover, Friend, North, Lewis, Commercial, Eastern, Boston Harbor, Northern Ave., Fort Point Channel, Broadway, Way, Harrison, Motte, Castle, Tremont, Broadway, Park Square, Charles, Beacon, Bowdoin, Chardon, Portland.
- Bridgeport (Conn.) CBD - Consists of tracts 7, 8, 15A.
Boundaries: Main, E. Washington, Paquonock River, South Ave., Main, South Ave., Park, Washington Ave.
- Brooklyn (N. Y.) CBD - Consists of tracts 9, 11, 27, 33, 35, 37 and 39.
Boundaries: Prince, Fair, Fleet Pl., Debevoise Pl., Dekalb, Portland Ave., Atlantic Ave., Flatbush Ave., 4th Ave., Bergen, Nevins, Schermerhorn, Boerum Place, Atlantic, Clinton, Pierrepont, Court, Johnson.
- Buffalo (N. Y.) CBD - Consists of tracts 13, 14, 25, 72.
Boundaries: Virginia, Jefferson, William, Madison, Eagle, Cedar, Louisiana, Perry, Hayward, Park, Louisiana, line from Republic to Lake Erie (Ward line), Lake Erie, Wilkeson extended, Wilkeson, Mohawk, Elmwood Ave., Tupper, Main.
- Camden (N. J.) CBD - Consists of tracts CJ-7, CJ-11A, CJ-12A, CJ-14, CH-15, CJ-17A.
Boundaries: Pearl, N. 7th, Haddon, Wright Ave., Carteret, Newton Ave., Mt. Ephraim Border, Line, South 8th, Chestnut, South 7th, Mechanic, Third, Line, South 4th, North 4th.
- Canton (Ohio) CBD - Consists of tract CA-1.
Boundaries: 9th St., N. W., Market Ave. N., 9th St. N. E., Cherry, 6th St. N. E., Savannah Ave., 6th St. S. E., 6th St. S. W., McKinley Ave.
- Charlotte (N. C.) CBD - Consists of tract 1.
Boundaries: W. 7th, Poplar, W. 8th, Church, W. 11th, S. Rwy (old Main Freight Line) E. 8th, N. Caldwell, E. 6th, Davidson, E. 3rd, S. Caldwell, S. Independence Blvd., W. Independence Blvd., S. Mint, W. 2nd, Southern Rwy (Main Line).
- Chattanooga (Tenn.) CBD - Consists of tract 31.
Boundaries: W. 5th, E. 5th, Walnut, Georgia, Patten Pkwy, Lindsey, E. 11th, W. 11th, Broad, W. 9th, Expressway, W. 4th, Chestnut.
- Chicago (Ill.) CBD - Consists of tracts 511, 512, 513, 514, 515, 516.
Boundaries: Chicago River, Lake Michigan, East Roosevelt Road, West Roosevelt Road, South Branch Chicago River.
- Cincinnati (Ohio) CBD - Consists of tracts 6 and 7.
Boundaries: Central Parkway, Eggleston, Ohio River, Plum.
- Cleveland (Ohio) CBD - Consists of tracts G-6, G-7, G-8, G-9.
Boundaries: East 26th, Chester, East 30th, Central Ave., East 14th, Erie Ct., East 9th, Eagle Ave., West 3rd, Cuyahoga River, Superior Ave., W. 9th, Frankfort Ave., W. 3rd, St. Clair Ave., East 12th, Payne, East 17th, Superior Ave., East 21st, Payne Ave.
- Columbus (Ohio) CBD - Consists of tracts 34 and 40.
Boundaries: C. C. C. & St. L. R.R., 4th, Naghten, 5th, Broad, 6th, Livingston Ave., Front, Mound, Scioto River, Neil, Spring, West, Maple, Dennison.
- Corpus Christi (Tex.) CBD - Consists of tract 3.
Boundaries: Aubrey, Corpus Christi Bay, Furman, Shoreline Blvd., Park Ave., Upper Broadway, Kinney, Tancagua, Blucher, Carrizo, Winnebago, Tancagua.
- Dallas (Tex.) CBD - Consists of tract 31-A.
Boundaries: T & P. R.R., Pacific Ave., Pearl Expressway, Young, Young extended, M. K. & T. RR.
- Dayton (Ohio) CBD - Consists of tract 1-1, 1-2, 1-3.
Boundaries: Mad River, Baltimore & Ohio R.R., Miami River.
- Denver (Colo.) CBD - Consists of tract 17-A and 17-B.
Boundaries: South Platte River, 20th, Broadway, W. Colfax Ave., Cherry Creek.
- Des Moines (Iowa) CBD - Consists of tract 34.
Boundaries: East 13th, Walnut, S. E. 12th, southern boundary of State Capitol grounds, Court Ave., Des Moines River, Cherry, 13th, Mulberry, 18th, Ingersoll Ave., 17th, Linden, 15th, High, 14th, Woodland, 12th, Pleasant, 8th, Keosauqua Way, 2nd, Grand Ave.
- Detroit (Mich.) CBD - Consists of tracts 1, 33, 506, 507, 508, 530.
Boundaries: Pedestrian walk (Russell extended), Antietam, Rivard, Jefferson Ave., Riopelle, Detroit River, 3rd Ave., W. Fort, 5th extended, 5th, West Vernon Hwy., Woodward Ave., E. Elizabeth, Beaubien, E. Adams, Hastings, Gratiot.

- El Paso (Tex.) CBD - Consists of tract 17.
Boundaries: N. Virginia (including part extended), E. San Antonio, S. St. Vrain, E. 2nd, Paisano Dr., Coldwell, S. P. RR, Buchanan, W. Missouri, N. Oregon, Montana.
- Erie (Pa.) CBD - Consists of tract E-1.
Boundaries: West 5th, East 5th, Holland, East 14th, West 14th, Sassafras.
- Evansville (Ind.) CBD - Consists of tract 18.
Boundaries: Pennsylvania, Division, N. Elsas Ave., Sycamore, N. Heidelberg Ave., East Walnut, Ohio River, 7th Ave.
- Fall River (Mass.) CBD - Consists of tract 11.
Boundaries: Pine, Purchase, Franklin, High, Bedford, Sixth, Pleasant, Fourth, Borden, Second, Morgan, South Main, Union, Columbia, Pearl, Anawan, Camden, Central, Durfee.
- Flint (Mich.) CBD - Consists of tracts 7, 8, 26, 28, 29.
Boundaries: Harriet, P. M. RR, Hamilton, Flint River, Liberty, 9th, Saginaw, W. 7th, Ann Arbor, Fenton Road, Thread Creek, Swartz Creek, Flint River, Stadium Dr., 3rd Ave., Begole, 5th Ave., Detroit, Mary, Saginaw.
- Fort Wayne (Ind.) CBD - Consists of tracts 12 and 13.
Boundaries: Maumee River, Harmer, Hayden, Gay, Pennsylvania RR., Broadway, West Main, Van Buren.
- Fort Worth (Tex.) CBD - Consists of tract 18.
Boundaries: West Belknap, Commerce, Weatherford, Ft. W. and D. C. RR, T and P RR., Jennings, Lancaster, Lamar, 7th, Macon, 5th, Florence, 2nd, Henderson.
- Fresno (Calif.) CBD - Consists of tract 1.
Boundaries: Amador, "L", Stanislaus, "M", Inyo, H.
- Gary (Ind.) CBD - Consists of tracts GA-9, GA-10, GA-12.
Boundaries: C. S. S. and H. B. R. R., Virginia, Wabash R. R., Madison, Fourth, Adams.
- Glendale (Calif.) CBD - Consists of tracts 3018, 3020, 3022, 3023.
Boundaries: Brand Blvd., Lexington Drive, Verdugo Road, Broadway, Adams, Maple, Pacific Ave., Riverdale Drive, City limits, Broadway, Pacific Ave., Glenoaks Blvd.
- Grand Rapids (Mich.) CBD - Consists of tract 16.
Boundaries: Hastings, Fairview, Michigan, Ranson, Fulton, Jefferson Ave., Cherry, Commerce, Weston, Pere Marquette R. R., Grand River.
- Hammond (Ind.) CBD - Consists of tract HMC-44.
Boundaries: Calumet Ave., Carroll, Sohl Ave., Douglas, Oakley, Russell, State line, Grand Calumet River.
- Hartford (Conn.) CBD - Consists of tracts HA-6 and HA-19A.
Boundaries: Church, Main, Morgan, Connecticut River, Sequassen St. extended, Van Dyke Ave., Sheldon, Pulaski Circle, Trumbull, Jewell, Ford, Asylum, N. Y., N. H. & H. RR.
- Honolulu (T. H.) CBD - Consists of tracts 40 and 52.
Boundaries: Nuuanu Stream, Beretania, Richards, Halekauwila, Honolulu Harbor.
- Houston (Tex.) CBD - Consists of tracts 23, 24, 25, 26, 27, 31, 32, 33, 39.
Boundaries: Buffalo Bayou, Milby, H. B. & T. RR, Walker, Bastrop, McKinney, Hutchins, Bell, Bastrop, McGowen, Hutchins, Holman, Dowling, Alabama, Burlington, Smith, Stuart, Brazos, Elgin, Baldwin, Tuam, Albany, McGowen, Oak Place, Baldwin, Webster, Taft.
- Indianapolis (Ind.) CBD - Consists of tracts 541, 542, 543, 562, 563.
Boundaries: L. E. & W. R. R., Dickson, Market, Cruse, Shelby, Harrison, Noble, Fletcher, Delaware, McCarty, White River, Washington, Missouri, 10th, Pennsylvania, St. Joseph, Delaware, 10th, Massachusetts.
- Jacksonville (Fla.) CBD - Consists of tract 9.
Boundaries: Ashley, Ocean, Duval, Newnan, St. John's River, F. E. C. R. R., Riverside Ave., Bay, Jefferson, Church, Pearl.
- Kansas City (Kans.) CBD - Consists of tract 418.
Boundaries: Nebraska Ave., 5th, Washington Blvd., 3rd, Ann Ave. extended, Ann Ave., 10th.
- Kansas City (Mo.) CBD - Consists of tract 12 and 28A.
Boundaries: 6th St. Trafficway, Oak, 15th St., Broadway.
- Knoxville (Tenn.) CBD - Consists of tract 25.
Boundaries: First Creek, Tennessee River, Southern Rwy., Jackson Ave., Broadway, Vine Ave.
- Little Rock (Ark.) CBD - Consists of tract 1.
Boundaries: Arkansas River, Rector, E. 6th, Cumberland, 14th, Arch, 13th, Broadway, 11th, Arch.
- Long Beach (Calif.) CBD - Consists of tracts 5759, 5760, 5761, 5762.
Boundaries: 7th, Alamitos, Pacific Ocean, Los Angeles River.
- Los Angeles (Calif.) CBD - Consists of tracts 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2092.
Boundaries: Sunset Blvd., Alameda, Commercial, Los Angeles, 9th, Maple, Pico Blvd. Figueroa, 7th, Lucas Ave., 3rd, Figueroa.
- Louisville (Ky.) CBD - Consists of tracts 47, 48, 49, 50, 58, 59, 61, 62.
Boundaries: Ohio River, Hancock, River Rd., Clay, Main, Preston, Jefferson, Shelby, Kentucky, 7th.
- Memphis (Tenn.) CBD - Consists of tract 42.
Boundaries: Wolf River, Washington, South Third, Calhoun, Tennessee, Nettleton, Mississippi River.
- Miami (Fla.) CBD - Consists of tract 37-A.
Boundaries: N. 7th, Biscayne Blvd., Miami River, F. E. C. Rwy.
- Milwaukee (Wis.) CBD - Consists of tracts 1, 2, 17.
Boundaries: East Juneau, North Van Buren, East Wisconsin, Lake Michigan, Milwaukee River, West Clybourn, St. Paul Ave., North 8th, West Kilbourn, Milwaukee River.
- Minneapolis (Minn.) CBD - Consists of tracts 44, 45, 46A, 53.
Boundaries: Mississippi River, Portland, Grant, Marquette, 13th, Hennepin, 12th, Holden, 3rd Ave.
- Mobile (Ala.) CBD - Consists of tract 1.
Boundaries: St. Anthony, Water, Church, Claiborne.

Montgomery (Ala.) CBD - Consists of tract 1.

Boundaries: Pollard, North Lawrence, Columbus, Bainbridge, Jefferson, Hilliard, Monroe, North Decatur, Washington, North McDonough, Adams, North Lawrence, Alabama, North Perry, Scott, Clayton, Whitman, Bell, Molton, Seaboard Airline R.R.

Nashville (Tenn.) CBD - Consists of tract 8.

Boundaries: Cumberland River, McGavock, 6th Ave. South, Mulberry, N.C. & St. L. R.R., L&N R.R.

New Bedford (Mass.) CBD - Consists of tract 18.

Boundaries: North, Acushnet River, School, 6th, Spring, County, Union, 8th, William, 6th, Middle, Foster, High, Pleasant. Includes Fish and Pope Islands and the New Bedford-Fairhaven Bridge to city limits.

New Haven (Conn.) CBD - Consists of tract 1.

Boundaries: Grove, State, Olive, Oak St. connector, York, George, High, Chapel, Church.

New Orleans (La.) CBD - Consists of tracts 42, 47, 58, 59.

Boundaries: St. Philip, Mississippi River, Canal, Magazine, Julia, So. Claiborne, Cleveland, Derbigny, Iberville, Elk, St. Louis, Burgundy.

New York (Manhattan Borough) CBD - Consists of tracts 42, 43, 45, 47, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 61, 63, 65, 67, 68, 69, 71, 72, 73, 74, 75, 76, 77, 79, 80, 81, 82, 83, 84, 87, 89, 91, 92, 93, 94, 95, 96, 97, 100, 101, 102, 103, 104, 109, 111, 112, 113, 114, 115, 119, 125, 131, 137.

Boundaries: Central Park South, Fifth Ave., East 63rd, Third Ave., Bowery, Spring, Cleveland Pl., Centre, Canal, Hudson River, West 14th, Tenth Ave., Forty-Second, Eighth Ave.

Newark (N.J.) CBD - Consists of tracts 80, 81, 85.

Boundaries: Clay, Passaic River, Pennsylvania R.R., Chestnut, Lincoln Park, Halsey, Crawford, High, R.R., Broad.

Niagara Falls (N.Y.) CBD - Consists of tract NF-15.

Boundaries: Niagara River, Hydraulic Canal, Port Day. Includes Goat Island.

Norfolk (Va.) CBD - Consists of tract 49.

Boundaries: Smith Creek, S. Mowbray Arch, Grace, Duke, N. Mowbray Arch, Boush, Virginia Beach Blvd., Monticello, Bank, Brambleton, Chapel, Wood, Fenchurch, Holt, Chapel, City Hall Ave., Pfeiffer's Lane, Bermuda, Archer's Lane, Newcastle, Elizabeth River Eastern Branch.

Oakland (Calif.) CBD - Consists of tracts 19, 20, 23, 29.

Boundaries: Grand Ave., Harrison, 19th, Alice, 7th, Grove, 22nd.

Oklahoma City (Okla.) CBD - Consists of tracts 31-A, 36-A.

Boundaries: Fifth, R.R., California Ave., Lee Ave., Third, Hudson Ave., Fourth, Robinson Ave.

Omaha (Nebr.) CBD - Consists of tracts 17, 18.

Boundaries: Cuming, 15th, California, 13th, Dodge, 9th, Douglas, Missouri River, Pierce, 6th, Pacific, 16th, Pierce extended, Pierce, 20th, Dodge, 22nd.

Pasadena (Calif.) CBD - Consists of tracts 4619, 4622, 4636.

Boundaries: Orange Grove Ave., Lake Ave., California, Fair Oaks Ave.

Paterson (N.J.) CBD - Consists of tracts Pt. -16A, Pt. -17A.

Boundaries: Passaic River, Bridge, Broadway, Straight, Grand, Main, Market, Prospect.

Peoria (Ill.) CBD - Consists of tract 11.

Boundaries: Perry, U.S. Highway 5, Washington, Franklin.

Philadelphia (Pa.) CBD - Consists of tracts 5-A, 6-A, 7-A, 7-B, 7-C, 7-D, 8-A, 8-B, 8-C, 8-D, 9-A, 9-B, 10-A, 10-B.

Boundaries: Vine, Delaware River, South, Schuylkill River.

Phoenix (Ariz.) CBD - Consists of tract PH-85.

Boundaries: Portland, 5th St., S. Pacific R.R., 5th Ave.

Pittsburgh (Pa.) CBD - Consists of tracts 1-A, 2-A, 2-B.

Boundaries: Allegheny River, 11th, Grant, 7th Ave., Bigelow Blvd., Washington Pl., Court Pl., Chatham, Diamond, R.R., Monongahela River.

Portland (Oreg.) CBD - Consists of tracts 53, 54.

Boundaries: S.W. Burnside, Willamette River, S.W. Jefferson, S.W. 12th.

Providence (R.I.) CBD - Consists of tract 8.

Boundaries: Haymarket, Main, Planet, Providence River, North-South Freeway, Beacon Ave., Franklin, Carpenter, Shepard, Broadway, Federal, Merrill, Atwells, Tower, Aborn, Cove, N.Y., N.H. H. R.R., Promenade, Stillman, Haymarket extended.

Reading (Pa.) CBD - Consists of tract R-1.

Boundaries: Walnut, 10th, Chestnut, 3rd.

Richmond (Va.) CBD - Consists of tract E-1, N-1, N-2, N-3, N-6, W-1, W-2, W-3.

Boundaries: S.A.L. R.R., James River, Belvidere, Cary, Madison, Broad, Henry, Leigh, Brook Ave.

Rochester (N.Y.) CBD - Consists of tracts 1, 5, 9, 28, 90.

Boundaries: Cumberland, North, University Ave., N. Union, Charlotte, Alexander, Subway, Genessee River, Broad, Allen, State, Andrews, Genessee River.

Rockford (Ill.) CBD - Consists of tract 29.

Boundaries: Fisher Ave., Rock River, Green, Winnebago, Park Ave., Court.

Sacramento (Calif.) CBD - Consists of tracts 7, 10, 11.

Boundaries: Viaduct, "I" St., 6th, "H" St., 21st, Capitol Ave., 15th, "N" St., 10th, Capitol Ave., Sacramento River.

St. Louis (Mo.) CBD - Consists of tract 25-C.

Boundaries: Franklin, Broadway, Poplar, 7th, Spruce, 8th, Clark, 12th.

St. Paul (Minn.) CBD - Consists of tract 42.

Boundaries: Jackson, Mississippi River, Eagle, Main, W. 9th, Exchange, Cedar, East 10th.

Salt Lake City (Utah) CBD - Consists of tract 22.

Boundaries: South Temple, East 2nd, 5th South, West Temple.

San Antonio (Tex.) CBD - Consists of tract 46.

Boundaries: Brooklyn, 7th, Liveoak, LaSalle, Narp, Matagorda, North, Alamo, Nueva, Santa Rosa, Monterey, Pecos, Elmira.

San Diego (Calif.) CBD - Consists of tract L-53.

Boundaries: Ash, 9th, Market, State.

San Francisco (Calif.) CBD - Consists of tracts A-16, A-17, A-18, A-21, A-22, A-23, K-2.

Boundaries: Pacific, San Francisco Bay, Howard, 11th, Market, Van Ness, Ellis, Leavenworth, Bush, Stockton, California, Kearny.

San Jose (Calif.) CBD - Consists of tracts A-8, A-9, A-10.
Boundaries: Tenth, William, First, San Salvadore, Market, Auzerais, Los Gatos Creek, Guadalupe River, Julian, First, R.R., Washington.

Savannah (Ga.) CBD - Consists of tracts 3, 4.
Boundaries: Savannah River, East Broad, Bay, Price, Liberty, West Broad.

Scranton (Pa.) CBD - Consists of tract 1.
Boundaries: Mulberry, Jefferson, Lackawanna Ave., Adams, D.L. & W. R.R., Franklin Ave.

Seattle (Wash.) CBD - Consists of tracts M-1, M-2.
Boundaries: 9th, Marion, 5th, Yesler Way, Alaskan Way, Columbia, Puget Sound, Virginia, Alaskan Way, Lenora, Western, Stewart, Olive.

Shreveport (La.) CBD - Consists of tract C-1.
Boundaries: Commerce, Cotton, Common, Illinois Central R.R., Wilson, Texas, Grand, Milam, Common, Fannin.

South Bend (Ind.) CBD - Consists of tract SB-18.
Boundaries: Madison, St. Joseph River, Jefferson, St. Joseph, Bronson, NYC R.R., Main, South, Lafayette, Monroe, William, Western, Franklin, Wayne, William, Jefferson, Franklin, Washington, N. St. James Court, LaSalle, Lafayette.

Spokane (Wash.) CBD - Consists of tracts 23, 25.
Boundaries: Spokane River, Division, 4th, Cedar.

Springfield (Mass.) CBD - Consists of tract 11-A.
Boundaries: B&A R.R., Chestnut, Stockbridge, Main, Bliss, Connecticut River.

Syracuse (N.Y.) CBD - Consists of tracts 31, 32.
Boundaries: Belden Ave., Oswego Blvd., Canal, Almond, Adams, Onondago Creek.

Tacoma (Wash.) CBD - Consists of tract 16.
Boundaries: S. 4th, Dock, S. 15th, N.P. RR, Pacific, S. 21st, E. "A", S. 24th, E. "B", S. 28th, S. Tacoma Way, Tacoma, S. 7th, Baker, St. Helens.

Tampa (Fla.) CBD - Consists of tract 47.
Boundaries: Cass, Lozano, Tyler, Pierce, Whiting, Hillsborough River.

Toledo (Ohio) CBD - Consists of tract 28.
Boundaries: Woodruff, Cherry, Maumee River, Swan Creek, Monroe, 14th, North 14th.

Trenton (N.J.) CBD - Consists of tracts 9, 16A.
Boundaries: Brunswick Ave., Montgomery, Perry,

So. Clinton Ave., Wall, Assumpink Creek, Hudson extended, Hudson, Hamilton Ave., So. Broad, Market, Lamberton, Assumpink Creek, Memorial Dr., Peace, Lafayette, Willow, Delaware & Raritan Canal Feeder, No. Warren, Pennington.

Tulsa (Okla.) CBD - Consists of tract 25.
Boundaries: Easton, Detroit, Archer, Frankfort, St. L & SF R.R. Iroquois, First, Kenosha Ave., 9th, Elgin 10th, 11th, Denver Ave., 7th, Elwood Ave.

Utica (N.Y.) CBD - Consists of tracts 1-A, 2-A, 3, 4.
Boundaries: N.Y.C. & H.R. R.R., Park Ave, Oriskany, John, Rutger, Seymour, South, Genesee, Cornelia Pl., Cornelia St., Mandeville, Fay, Fay extended.

Washington (D.C.) CBD - Consists of tracts 51, 52.2, 53.2, 54.2, 57.2, 58.
Boundaries: Dupont Circle, Massachusetts Ave., 5th, Indiana Ave., 6th, The Mall, 19th.

Waterbury (Conn.) CBD - Consists of tract W-1.
Boundaries: Buckingham, Cooke, Grove, Cherry, East Main, Mill, Union, South Elm, West Clay, Benedict, Meadow, Field extended, N.Y., N.H. & H R.R., Sperry, Johnson, Pine, Hillside, Prospect.

Wichita (Kans.) CBD - Consists of tracts 16, 17.
Boundaries: Murdock Ave., Washington Ave., Waterman, Mosely, Gilbert, St. Francis, Waterman, Water, Lewis, Maple, Sycamore, Texas Ave., Seneca, 1st, Handley Ave., McLean Blvd., Seneca, Central Ave., Nims, 3rd, Sherman, 2nd, Wichita, Central Ave., Santa Fe Ave.

Wilmington (Del.) CBD - Consists of tract 1.
Boundaries: Madison, W. 12th, Chippey, W. 13th, Orange, W. 14th, Market, W. 15th, King, E. 13th, Walnut, Front, Washington, W. 2nd, Tatnall, W. 7th, West, W. 9th, Jefferson, Delaware Ave.

Worcester (Mass.) CBD - Consists of tract 17.
Boundaries: Highland, Summer, Boston & Albany R.R., Herman, Beacon, Charlton, Wellington, Murray Road, Irving Pl., Irving, Linden, Elm, Chestnut, Chestnut extended, Lancaster.

Yonkers (N.Y.) CBD - Consists of tracts YON-3, YON-4A.
Boundaries: Ashburton Ave., Palisade Ave., Elm, Linden, Park Hill Ave., Broadway, Varr, Riverdale Ave., Main, Hudson River.

Youngstown (Ohio) CBD - Consists of tract N-37.
Boundaries: Arlington, Bryson, Lincoln Ave., Wick Ave., E. Haven, Oak, NYC R.R., E. Federal, Cedar, Mahoning River, Holmes, W. Federal, Belmont Ave.

APPENDIX 4

Largest Major Retail Centers Having Planned Center

MRC No. 12, Detroit (Mich.) SMSA

Northland, Detroit, Mich.

Boundaries: Joseph L. Hudson Dr., Greenfield Rd.,
Eight Mile Rd., Northwestern Highway.

MRC No. 13, Los Angeles - Long Beach (Calif.) SMSA
Lakewood, Lakewood, Calif.

Boundaries: Camerino St., N. Clark Blvd., E. Del
Arno Blvd., N. Hayter St.

MRC No. 2, Detroit (Mich.) SMSA

Eastland, Detroit, Mich.

Boundaries: E. Eight Mile Rd., Vernier Rd., Becons-
field Rd., Eastland Dr., Kelly Rd.

MRC No. 41, Los Angeles - Long Beach (Calif.) SMSA
Westchester, Los Angeles, Calif.

Boundaries: 84th Pl., Naylor Ave., 85th Pl., Airline
Ave., La Tijera Blvd., Manchester Ave., Kittyhawk
Ave., Interceptor, Sepulveda Blvd., 92nd, Sepulveda
Westway.

MRC No. 2, Milwaukee (Wis.) SMSA

Capitol Court, Milwaukee, Wis.

Boundaries: W. Fond du Lac, W. Capitol Dr., N.
60th St.

MRC No. 2, Kansas City (Mo. - Kan) SMSA

Country Club Plaza, Kansas City, Mo.

Boundaries: W. 46th St., Ter., J. C. Nichols Pkwy.,
Ward Pkwy., Jefferson, W. 47th, Pennsylvania Ave.

MRC No. 2, Paterson-Clifton-Passaic (N. J.) SMSA

Garden State, Paramus, N. J.

Boundaries: State Highway 4, Fairview Ave., Plaza
Way, Sprout Brook Ave.

MRC No. 21, Chicago (Ill.) SMSA

Old Orchard, Skokie, Ill.

Boundaries: Harrison, Skokie Rd., Simpson, Eden
Expressway.

MRC No. 22, New York (N. Y.) SMSA

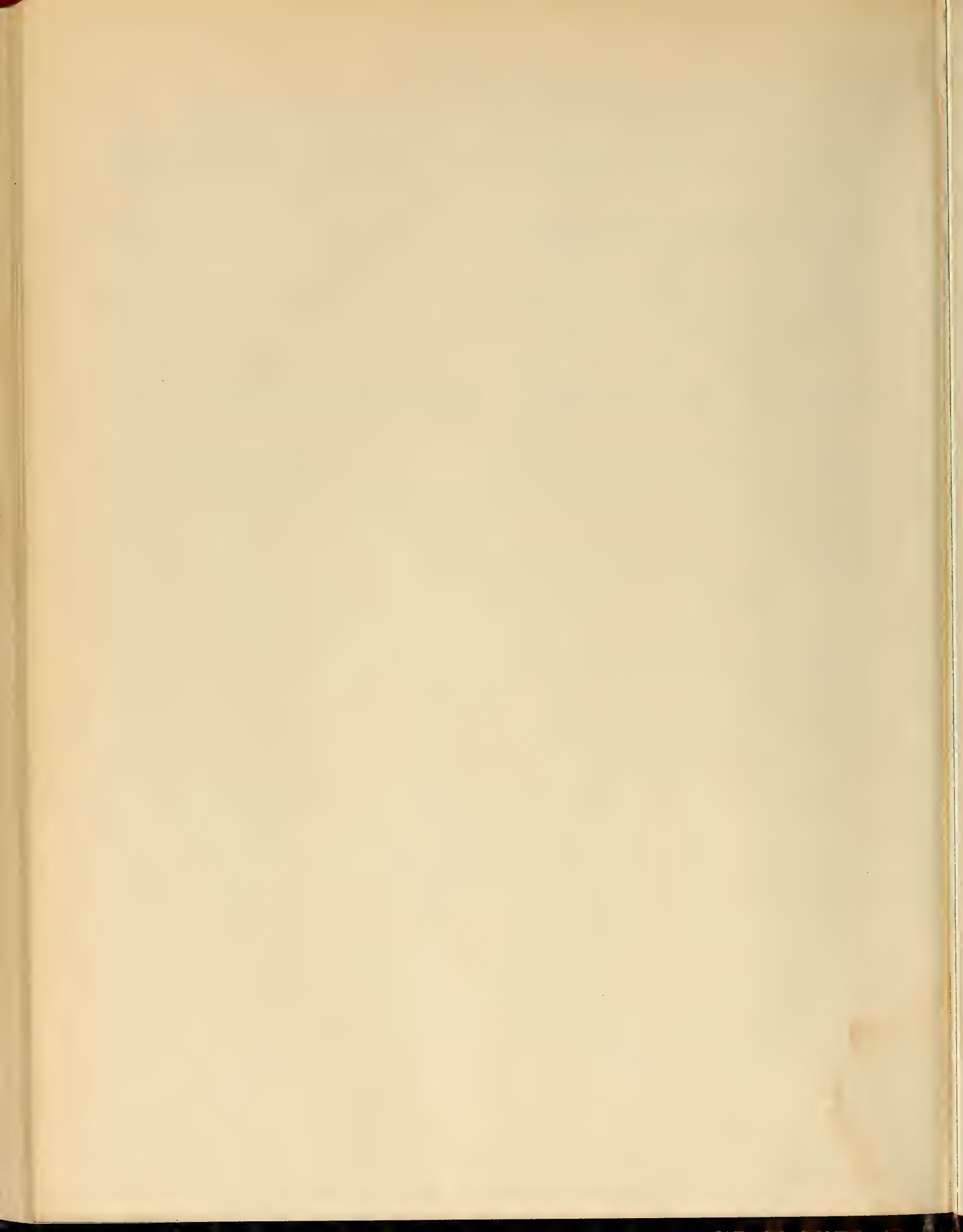
Roosevelt Field, Garden City, N. Y.

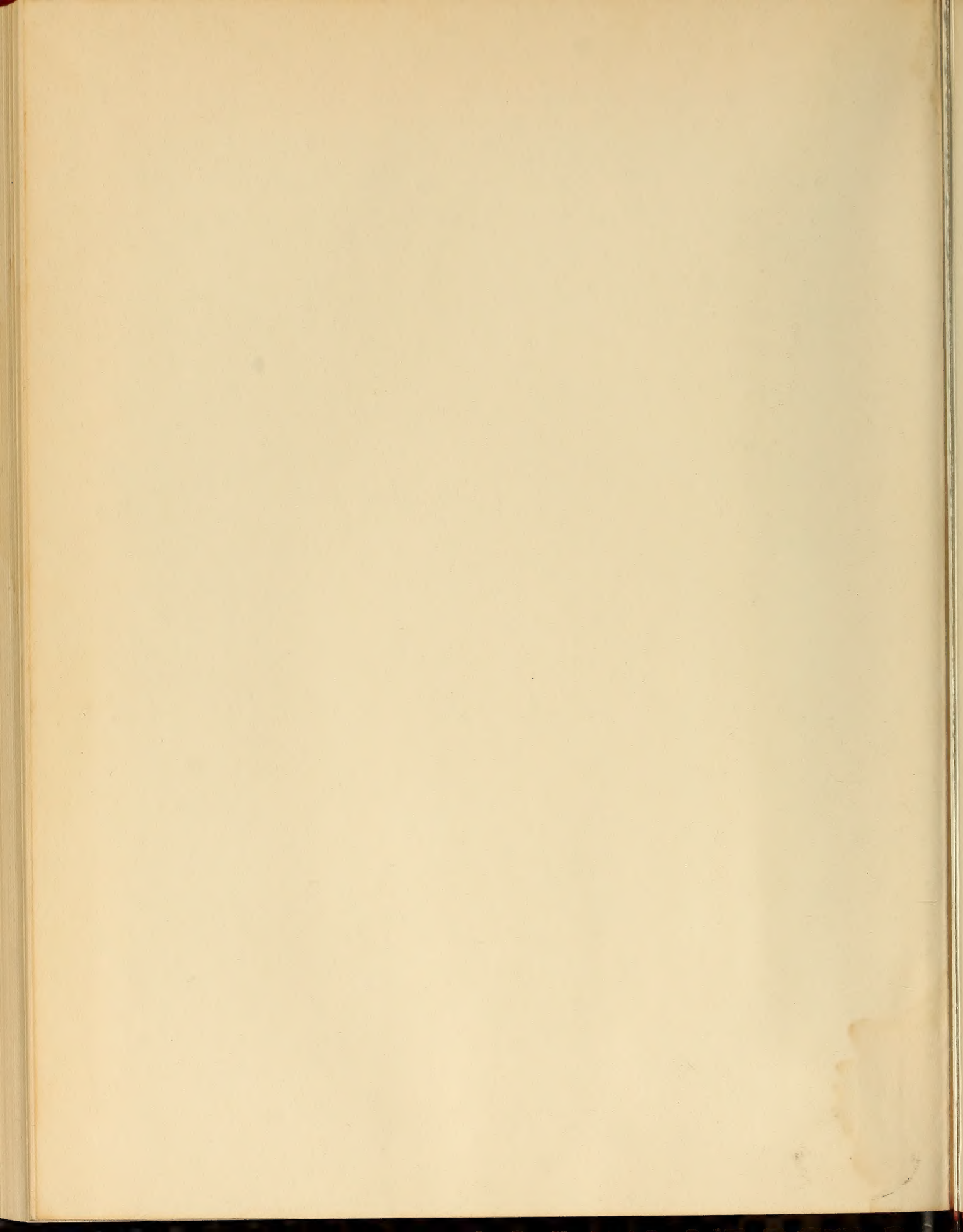
Boundaries: Old Country Rd., Meadowbrook Pkwy.,
Stewart Ave., Clinton Rd.

MRC No. 3, New York (N. Y.) SMSA

Cross County, Yonkers, N. Y.

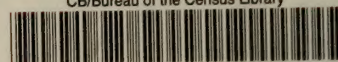
Boundaries: Cross County Pkwy, Kimball Ave.,
Vredenburg Ave., Mile Sq., N. Y. State
thruway.







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